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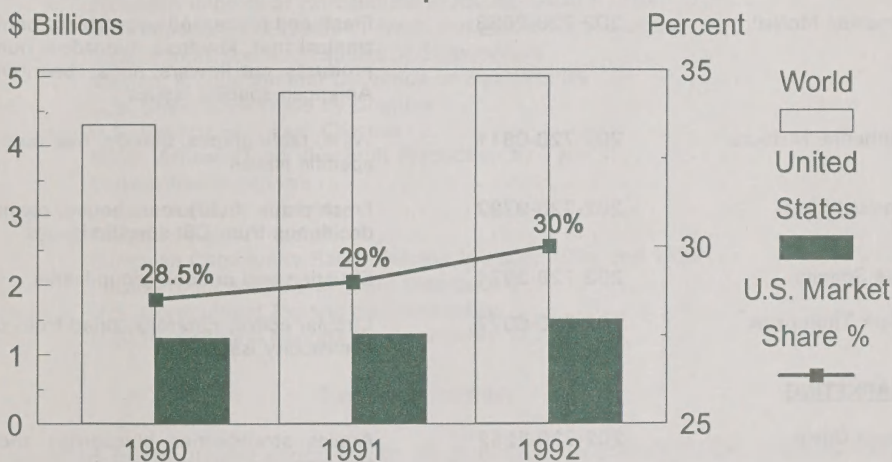
Foreign
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Horticultural Products Review

Japanese Imports of Horticultural Products From the United States Continue to Climb

U.S. Share of Imports Also Increases



Source: Japanese trade statistics

Japanese imports of horticultural products increased 5 percent in 1992, to \$5.01 billion. In yen terms, this was a decrease of 1 percent, to 634 billion. Imports from the United States in 1992 were valued at \$1.5 billion, up 8 percent in dollar terms and up 1 percent in yen terms over 1991. As a result, U.S. share of the Japanese import market (by value) increased in 1992 to 30 percent, from 29 percent in 1991 and 28.5 percent in 1990. In quantity terms, imports overall were down 6 percent, while they were up 13 percent from the United States. The U.S. product showing the largest increase in exports was cherries, valued at \$83 million in 1992, up 80 percent over \$45 million in 1991.

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Export Summary

U.S. exports of horticultural products to all countries in March 1993 totalled \$615 million, slightly more than 1 percent above the same period last year. The largest increases were in miscellaneous products such as beer, as well as canned vegetables, fruit and vegetable juices, and tree nuts. Declines were mainly in fresh fruit, both citrus and non-citrus. During the first half (October to March) of fiscal 1993, the total value of U.S. horticultural exports was \$3.5 billion -- 2 percent over the same period last year.

All measures not otherwise noted are metric. One kilogram (kg.) = 2.2046 pounds,
1 metric tons = 2,204.62 pounds, 1 liter = 0.2642 gallon,
1 hectoliter (hl.) = 26.42 gallons, and 1 hectare (ha.) = 2.471 acres.

WORLD TOTAL, OCTOBER
MAR 93

Grand Total:

June 1993

U.S. IMPORTS OF SELECTED HORTICULTURAL COMMODITIES
WORLD TOTAL, OCTOBER-SEPTEMBER YEAR
MAR 93

NAME	QUANTITY						VALUE (1,000 DOLLARS)					
	GROUP & COMMODITY	CURR LAST YR	MO CURR YR	MO CURR YR	YR LAST YR	YR TODAY	CURR LAST YR	MO CURR YR	MO CURR YR	YR TDT LAST YR	YR TDT CURR YR	LAST YR
FRESH FRUIT	MT	10,497	10,416	53,700	36,673	133,940	5,723	3,770	19,673	12,355	81,176	
APPLE		91	63	15,951	16,428	22,817	1,222	90	15,870	11,787	21,279	
AVOCADO		332,052	317,677	1,688,655	1,756,502	3,432,626	104,902	96,014	490,397	494,925	1,008,482	
BANANA		12,832	13,719	60,458	127,930	217,734	4,598	4,747	21,057	22,133	36,427	
CANTALOUPE		80,611	92,412	219,809	241,383	310,140	53,346	64,008	154,027	177,045	255,244	
GRAPE		6,155	5,239	950	1,503	20,170	1,153	6,136	13,376	11,605	18,039	
KIWI/FRUIT		6,155	5,239	950	1,503	20,170	1,153	6,136	13,376	11,605	18,039	
MANGO		6,155	5,239	950	1,503	20,170	1,153	6,136	13,376	11,605	18,039	
PEACH		16,669	17,146	53,166	38,419	59,134	7,097	7,025	17,611	18,674	32,689	
PEAR		12,832	13,719	60,458	127,930	217,734	4,598	4,747	21,057	22,133	36,427	
PINEAPPLE		12,553	3,809	6,817	8,429	10,471	3,452	7,900	9,812	16,989	12,641	
STRAWBERRY		16,676	25,732	72,105	76,651	111,461	6,460	9,623	25,315	28,398	39,090	
OTHER MELON		48,999	51,170	256,976	266,275	483,856	17,909	19,219	110,740	116,160	192,677	
Subtotal:----		558,905	579,233	2,586,801	2,684,070	5,055,389	226,134	235,123	951,034	980,238	1,884,232	
DRIED FRUIT	MT	472	964	5,341	6,603	7,670	1,051	2,098	10,749	15,255	16,435	
DRD APRICOT		609	780	7,293	6,034	9,221	641	930	10,581	8,634	12,620	
DRD FIG & PASTE		1,627	1,915	10,718	10,718	11,379	1,028	2,579	11,379	11,379	29,589	
Subtotal:----		2,709	3,660	23,318	28,608	35,066	3,601	5,708	34,707	41,474	57,645	
FROZEN FRUIT	MT	336	628	2,650	2,499	5,667	639	1,020	4,544	4,738	10,016	
FZN BLUEBERRIES		3,665	3,687	8,483	8,630	20,847	3,528	3,700	9,333	10,040	21,986	
FZN STR		1,627	1,915	10,718	10,718	11,379	1,028	2,579	11,379	11,379	29,589	
Subtotal:----		6,327	7,694	24,777	23,865	54,514	6,650	8,082	30,289	28,497	64,075	
CANNED/PRP FRUIT	MT	6,709	5,953	33,911	38,608	76,771	14,225	14,506	68,491	82,168	155,803	
CANNED OLIVES		9,192	4,059	34,518	17,571	62,098	11,057	3,790	42,560	17,155	74,127	
CANNED PEACH		37,787	29,928	174,689	162,280	335,888	25,250	19,665	116,742	103,506	224,502	
CANNED PINEAPPLE		2,851	3,210	23,270	18,622	34,204	2,551	2,816	20,357	16,580	30,745	
MIXED FRUIT		3,967	4,319	22,059	20,726	44,165	6,639	6,732	30,810	26,330	69,548	
Subtotal:----		67,349	54,323	329,317	301,639	631,786	66,194	54,062	317,715	291,325	622,229	
FRT&VEG JUICE (SSE)	KL	37,750	44,553	425,300	375,831	880,377	16,338	13,278	163,855	117,608	332,584	
APPLE JUICE		107,441	117,449	446,180	417,801	1,079,934	20,460	14,467	194,171	100,358	300,090	
GRAPE JU		39,495	28,453	193,394	163,138	351,293	10,612	6,440	51,338	38,860	92,991	
PINAP JU		17,994	17,081	31,589	102,227	180,464	4,433	17,996	27,749	104,362	158,648	
Subtotal:----		213,664	171,605	1,384,970	1,234,350	2,608,604	73,908	44,385	466,303	320,595	874,681	
FRESH VEGETABLES	MT	1,938	1,826	3,567	4,912	18,753	2,152	2,206	4,261	5,646	18,679	
GARLIC		15,702	25,946	20,484	22,643	25,401	7,128	7,916	29,385	31,893	33,057	
BELL PEPPER		3,522	3,071	16,338	89,180	83,919	9,239	14,674	15,138	72,636	89,726	
CARROTS		2,935	3,907	16,707	20,224	36,165	4,461	4,293	24,717	27,403	50,620	
CHILLI PEPPER		2,851	3,210	23,270	18,622	34,204	2,551	2,816	20,357	16,580	30,745	
CUCUMBER		3,967	4,319	22,059	20,726	44,165	6,639	6,732	30,810	26,330	69,548	
ONIONS		29,875	52,699	86,864	176,944	163,754	4,785	8,595	14,594	27,131	24,398	
POTATO, INCL SD		2,054	2,428	125,170	22,842	214,841	16,252	20,454	39,474	190,405	145,009	
SQUASH		31,415	39,166	160,496	168,013	267,390	16,989	19,993	90,987	95,382	146,556	
TOMATOES		182,142	311,824	837,344	1,154,212	1,315,566	93,167	159,172	444,768	654,643	749,697	
Subtotal:----		1,938	1,826	3,567	4,912	18,753	2,152	2,206	4,261	5,646	18,679	
CANNED/DEHYD VEGET	MT	1,442	1,111	6,973	6,250	18,922	1,859	1,701	10,938	9,971	30,366	
CANNED ARTICHOK		1,405	1,628	20,564	15,723	29,095	1,128	1,579	21,254	13,773	29,952	
CANNED BAMBOO		4,180	3,837	26,345	25,651	50,617	9,195	8,076	62,280	55,882	117,506	
CND MSHROOMS		2,851	3,210	23,270	18,622	34,204	2,551	2,816	20,357	16,580	30,745	
CND PIMIENTO		2,851	3,210	23,270	18,622	34,204	2,551	2,816	20,357	16,580	30,745	
CND TOM		2,976	2,410	15,520	14,884	34,835	2,489	1,754	12,224	10,398	26,775	
CANNED WATERCHESTNU		1,149	4,925	7,257	13,454	24,162	7,704	3,512	4,898	12,661	15,489	
TOMATO PASTE & SAUC		741	715	3,293	3,505	7,261	2,985	2,927	13,613	14,297	30,240	
DRIED MUSHROOMS		4,422	10,629	34,823	41,670	79,779	1,433	1,066	29,637	30,148	61,007	
DRIED TOMATOES		17,994	17,081	31,589	102,227	180,464	4,433	17,996	27,749	104,362	158,648	
Subtotal:----		37,752	46,158	229,061	250,669	474,834	47,624	48,090	276,749	273,225	552,850	
FROZEN VEGETABLES	MT	19,219	21,826	86,656	103,376	156,737	12,898	15,090	59,701	69,241	108,309	
BROCCOLI FZN		410	806	16,651	18,082	19,096	302	575	21,631	32,859	19,497	
CARLIFFLOWER FZN		7,972	13,306	40,304	89,741	85,276	4,441	7,406	21,651	32,761	46,302	
POTATO FZN		117,917	169,222	454,141	629,491	1,063,606	8,813	8,274	45,819	45,692	89,337	
Subtotal:----		145,519	205,161	597,753	809,692	1,324,716	26,455	31,348	140,804	160,545	258,340	
TREE NUTS	MT	252	514	2,411	3,836	9,958	463	879	4,630	5,767	13,892	
BRAZILS TOT		3,497	5,033	27,400	3,947	56,063	15,881	21,006	122,656	142,077	253,499	
CASHEWS TOT		5,187	3,450	29,036	28,959	60,764	4,504	2,811	22,030	24,251	51,553	
COCONUT		1,844	1,095	11,123	15,989	14,438	2,507	5,918	33,083	60,236	46,131	
PECANS		350	670	8,574	9,649	13,198	2,986	6,300	13,940	37,323	54,760	
Subtotal:----		10,329	11,754	76,546	95,941	154,423	25,642	36,947	217,157	272,819	419,756	
NURSERY PRODUCTS	M	69,779	73,902	452,979	497,613	889,889	6,809	7,266	42,104	44,216	83,596	
CARNATIONS		15,199	11,194	112,194	1,989	2,194	4,027	5,522	28,794	31,997	61,226	
CHRISTMAS TREES		32,593	32,564	261,867	302,526	504,446	5,898	7,707	49,054	56,944	88,237	
ROSES		1,149	4,925	7,257	13,454	24,162	7,704	3,512	4,898	12,661	15,489	
TULIP BULBS		741	715	3,293	3,505	7,261	2,985	2,927	13,613	14,297	30,240	
OTHER CUT FLRS		4,422	10,629	34,823	41,670	79,779	1,433	1,066	29,637	30,148	61,007	
Subtotal:----		117,571	117,663	903,227	938,824	1,893,726	38,397	48,251	298,831	326,919	573,609	
HOPS & PRODUCTS	MT	1,431	499	5,931	3,098	7,608	7,982	3,521	25,716	16,155	34,367	
HOPS & PELLETS		1,516	499	6,820	3,103	8,523	8,540	3,522	30,429	16,224	39,351	
Subtotal:----		1,431	499	5,931	3,098	7,608	7,982	3,521	25,716	16,155	34,367	
WINE	KL	8,306	8,926	41,923	47,164	102,539	37,886	38,655	170,312	181,258	418,995	
RED WINE		1,636	1,663	19,014	17,334	32,292	12,350	16,530	144,478	140,073	259,716	
SPARKLING WINE		8,159	8,900	42,625	10,668	26,587	19,761	20,125	156,063	146,631	331,400	
Subtotal:----		20,222	19,725	123,879	121,887	268,583	79,986	80,348	503,012	495,386	1,085,925	
MISCELLANEOUS	KL	80,973	93,354	449,377	488,677	1,032,714	68,764	78,974	385,628	414,038	884,171	
BEER & BEVERAGES		0	0	0	0	0	0	0	0	0	0	
Subtotal:----		80,973	93,354	449,377	488,677	1,032,714	123,526	138,555	696,712	755,073	1,518,495	
Grand Total:							819,870	893,645	4,409,116	4,616,967	8,700,893	

Updates

Fresh Non-Deciduous Fruit

Germany wants to block EC Banana Regime

On May 17, Germany filed a complaint before the European Court of Justice in Luxembourg to block the European Community plan to introduce a harmonized import regime for bananas on July 1, 1993. The new regime would limit bananas from Latin America to 2 million metric tons. Imports above this level would face a prohibitive duty of 850 ECU per ton (about \$1,020 per ton).

Bananas from Latin America currently enter Germany, the largest single consumer, duty-free. Other member states either produce their own, import at the GATT bound tariff of 20 percent, or provide import preferences to former colonies in Africa and the Caribbean.

Germany has asked the Court to annul the new regime and is expected to seek an interim order to prevent implementation of the new regime on July 1. To get such an order, Germany will have to show that irreparable damage will be done to banana importers and consumers if the regime is allowed to take effect. Germany argues that the new rules are disproportionate, violate GATT trade rules, and are not justified under the EC's founding treaties.

(Based on a report from the U.S. Mission to the European Communities)

Dried Fruit

The European Community expects to cut the countervailing duty on imported raisins and sultanas

The duty, which is placed on imports priced below the Minimum Import Price (MIP) of ECU 893.83 per ton (about \$1,070 per ton) for bulk

and ECU 1,028.5 per ton (\$1,235 per ton) for retail pack, will go down ECU 41.34 per ton to ECU 223.85 per ton (\$270 per ton) for bulk, and ECU 358.52 per ton (\$430 per ton) for retail pack.

The need for protection of the domestic crop (only Greece produces sultanas) has become unnecessary as all of the Greek 1992 crop has been sold.

The cut has little effect on U.S. raisin exports, as the prices for the high-quality U.S. product is typically well above the MIP. Its major impact is on Turkish sales. The cut in the countervailing duty will still not encourage EC imports of Turkish sultanas. Of the cheaper-priced sultanas, only Afghanistan and Iran can sell cheaply enough to sell below the MIP, even with the duty added on.

Hops

U.S. hop exporters apply for GSM-102 payment guarantee

The Commodity Credit Corporation (CCC) recently announced an Export Credit Guarantee Program (GSM-102). As of May 27, 1993, U.S. hop exporters have applied for credit guarantee coverage of \$1.6 million of \$10.0 million for sales of hops to Mexico.

Olives

1992 Spanish table olive crop is down 9 percent

The 1992 Spanish table olive crop is estimated at 247,000 metric tons, down nearly 9 percent from 1991, according to the Ministry of Agriculture in Spain.

Approximately 35 percent of the 1992 table olive crop will be treated and oxidized to produce black olives.

Although 1992 was supposed to be a peak year in the bearing cycle for most table olive

producing areas, drought conditions resulted in a smaller crop. Since April 1, 1993, irrigation has officially been banned in Andalucia because of drought, where 76 percent of the table olive acreage is located. Prior to the drought, the trend was to increase irrigation of table olive acreage, due to growing domestic and export demand for larger size table olives. It is estimated that 50 percent of the 196,000 hectares planted in olive trees is now irrigated. The 1993 crop is forecast below 200,000 tons--because of reduced irrigation in 1992 and it being a down year in the bearing cycle.

Hurt by the continued appreciation of the peseta, which lasted until October 1992, Spanish table olive exports in 1992 were 124,818 tons, 2.5 percent below a year earlier. The 1992 average export price for all types of table olives was around \$2,428 per ton, FOB basis, compared to \$2,069 in the previous year. Exports to the United States comprised nearly 46 percent of Spain's total, at 57,000 tons--a 19-percent increase over 1991. U.S. imports of table olives from all sources reached a record 86,000 tons in 1992.

In comparison, the United States is a net importer of olives. In 1992, U.S. olive exports totalled 3,885 tons in 1992, valued at \$6.1 million. The three largest markets for U.S. olives, Canada, Mexico, and Japan, comprise 87 percent of total exports at \$2.5 million, \$1.6 million, and \$1.2 million, respectively.

Wine

EC Extends U.S. Wine Certification Derogation

On May 17, the European Community extended for one year derogations from EC wine import requirements which: 1) allow authorized U.S. wineries to use a simplified procedure for certifying U.S. exports to the EC; and 2) permit U.S. producers exporting to the EC to use certain winemaking practices that the Community does not normally recognize for imports into the EC. The EC granted the original derogations as part of its obligations under the

1983 U.S.-EC Wine Accord. Their extension is intended to allow trade to flow while negotiations toward a new wine agreement continue. Over the life of the Accord, U.S. wine exports to the EC have grown from \$8 million in 1984 to almost \$63 million in 1992.

Austrian wine exports in 1992 totaled 173,000 hectoliters (HL), a drop of 14 percent from 1991 levels

Within that total, however, the volume of Austria's non-subsidized wine exports rose to 97,000 HL. This increase suggests a shift in the make-up of Austrian wine exports away from cheaper table wines, which are eligible for export subsidies, to higher quality wines, which are not. About 75 percent of Austrian wine exports were to Germany. Austria's prospects for exporting to the EC recently improved as a result of the signing of a bilateral agreement between the two trading partners. Under the agreement, which was effective April 16, each side granted the other duty free access for 150,000 HL of quality wine in bottles. The previous quota amount had been 85,000 HL.

Colombia's Ministry of Health issued a decree on April 23, 1993 establishing new alcoholic strength requirements for wine and beer

The decree requires wine to have a minimum of 6 percent alcohol by volume, wine coolers to have a minimum of 4 percent alcohol, and beer to have between 2.5 and 12 percent alcohol. Colombia now considers beer containing less than 2.5 percent alcohol by volume to be non-alcoholic and classifies it as a food product. The decree also states that wine, fruit wines, beer and wine coolers must be registered with the Ministry of Health or a delegated authority before sale. The new requirements for wine effectively liberalize the Colombian market to allow the sale of low alcohol wines and wine coolers. Previously, the Colombian Government

had required that wine and wine coolers have a minimum alcoholic strength of 10 percent.

The Turkish State tobacco and alcohol monopoly, TEKEL, now permits the importation of wine into Turkey, with some restrictions

Only five star hotels and tourist restaurants are allowed to import wine and then only for on-premises sale. Hotels must apply to TEKEL with firm orders for no less than 50 cases (600 bottles) for each brand and provide a bank guarantee covering the entire c.i.f. value of the shipment. TEKEL also requires that the wines ordered be better quality wines and not lower priced table wines. The Customs tax on wine imports is 10 percent for European Community and European Free Trade Area wines, and 20 percent for other origin wine. Turkey also imposes an additional 50 percent charge on imported wine, which is calculated on the c.i.f. value of the product.

Corrections

Due to an editing error, the 1992 figures for Canadian potato imports shown in the May Horticultural Products Review were understated. The correct figures should be: table potato imports from the United States were 209,088 metric tons, and imports from the world were 209,098 tons. Seed potato imports from the United States were 2,680 tons, and all Canadian seed potato imports in 1992 came from the United States.

JAPANESE IMPORTS OF HORTICULTURAL PRODUCTS FROM THE UNITED STATES AND THE WORLD, 1992

Japanese imports of horticultural products decreased 1 percent in 1992, to 634 billion yen. In dollar terms, this was an increase of 5 percent, to \$5.01 billion. Imports from the United States in 1992 were valued at \$1.5 billion, up 8 percent in dollar terms and up 1 percent in yen terms over 1991. As a result, U.S. share of the Japanese import market (by value) increased in 1992 to 30 percent, from 29 percent in 1991.

In quantity terms, imports overall were down 6 percent, while they were up 13 percent from the United States.

The U.S. product showing the largest increase in exports was cherries, valued at \$83 million in 1992, up 80 percent over \$45 million in 1991. Other Japanese imports from the United States showing large increases in 1992 include fresh oranges, up 21 percent to \$150 million; shelled almonds, up 21 percent to \$91 million; frozen concentrated orange juice, up 85 percent to \$35 million; grapefruit juice, up 97 percent to \$31 million; dried prunes, up 48 percent to \$30 million; and shelled walnuts, up 44 percent to \$16 million.

U.S. products registering large decreases in the Japanese market include lemons, off 28 percent to \$105 million; lettuce, down 67 percent to \$3 million; and onions, down 60 percent to \$3 million.

The United States supplied over 90 percent of Japanese imports of the following products in 1992: almonds, both shelled and in-shell, canned corn, cherries, dehydrated potatoes, dried prunes, grapefruit, lemons, lettuce, orange juice (not concentrated), oranges, papaya, strawberries, and unshelled walnuts.

See graph on next page for U.S. product performance by category.

Why U.S. Products Are So Popular

There are many reasons for the expansion in U.S. horticultural exports to Japan, including:

--high-quality and consistent availability;

--bilateral phytosanitary negotiations have improved U.S. access for many products, including in-shell walnuts, cherries and nectarines;

--market access agreements have opened up U.S. exports of fresh citrus and juices;

--good value because of continued yen revaluations; and

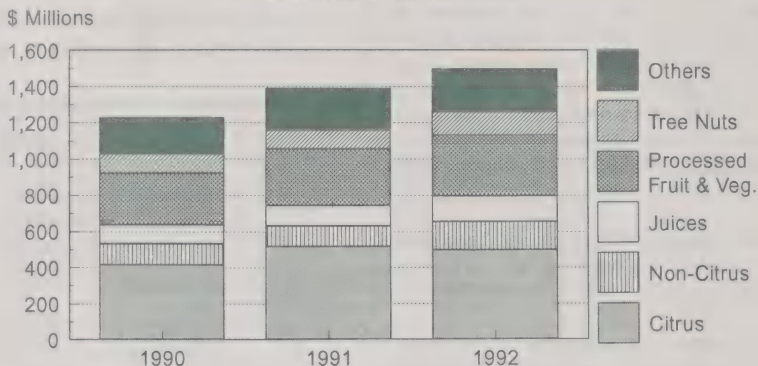
--aggressive market promotion.

Market Access: Not Impossible

Although the Japanese market continues to grow for horticultural products, many trade impediments remain for U.S. exporters. Japan's phytosanitary regulations are stringent. But by working closely with Japanese regulators, the United States has opened markets that were previously closed to such products as tree nuts and some stone fruits.

The United States is a leader in advanced phytosanitary procedures. These have allowed U.S. exporters to capture a large share of many fresh produce markets. One example is the Japanese market for papayas, which the United States dominates because other producers have not replicated U.S. procedures.

Japanese Imports of U.S. Horticultural Products Continue to Climb



Source: Japanese trade statistics.

Promotions Improve Prospects

Many U.S. exporters are working to improve sales in Japan using a variety of methods. For certain products, consumer education on how to use a product is a good first start. Avocado exporters have several ongoing projects to inform Japanese consumers of that commodity's taste and uses.

Still Room for Growth

While the United States dominates the Japanese import market in many commodities, it faces strong competition from other countries in a host of other products. In kiwifruit, New Zealand dominates, sending Japan 48,608 tons in 1992, compared to only 166 from the United States. While the United States is the leading supplier of asparagus to Japan with 4,631 tons, several other countries also ship there, including Australia (3,047 tons), Mexico (2,517 tons), Thailand (1,837 tons) and the Philippines (1,713 tons). With onions, the United States is also the leading supplier at 9,728 tons, but Thailand (8,368 tons) and Taiwan (6,197 tons) are also major suppliers. China provides the vast bulk of

Japan's imported garlic (6,503 tons), as well as most of its leeks (5,175 tons). Taiwan is the major supplier of imported carrots and turnips (2,472 tons), and Korea provides Japan with all of its imported cucumbers (1,160 tons). New Zealand (74,817 tons) and Mexico (27,770 tons) both provide Japan with more pumpkins than does the United States (6,174 tons).

For bananas, a non-competitive product, major suppliers include the Philippines (546,660 tons) and Ecuador (153,163 tons).

Although U.S. horticultural exports to Japan have expanded sharply, there is still considerable room for expansion. Japan's prohibitions include U.S. apples, currants, eggplant, pears, peaches, peppers, plums, potatoes, spinach, sweet corn and tomatoes.

Standing behind those import prohibitions are Japanese plant health regulations. As a result of stringent plant health import regulations and the existence of a domestic industry, Japan is a net exporter of fresh potatoes, apples, pears, peaches and plums.

Appearances and Quality Are Important

Japanese consumers prefer the highest quality fresh produce. Appearance is so important that bananas are often individually wrapped, according to the U.S. agricultural trade office in Tokyo. As a result, brightly colored California oranges sell for more than locally grown mikan tangerines. Since Florida oranges are somewhat less attractive because of natural color characteristics, Florida orange exporters engaged in a promotional effort to educate consumers on the great taste and juice made from fresh Florida oranges.

Similarly, U.S. cherries sell well in Japan, compared to local varieties, mainly because they are larger, cheaper, and sweeter. Grapefruit and lemons have no competition and thus do well.

U.S. broccoli, cauliflower and other brassicas sell well in Japan, as they look almost as good as the local product, but are much cheaper. New items not native to Japan have great potential appeal. Prunes are a new product to the Japanese and consumption is increasing.

Japanese consumers also want a year-round supply of produce. Many U.S. horticultural products can be exported in time periods that Japanese producers cannot fill.

Health and Gift-Giving

The healthiness of foods, and particularly fresh foods, is becoming more important in Japan, just as it is in the United States. Total sales of "health foods" are expected to reach over \$4 billion by 1994. Popular organic foods include produce items like potatoes, spinach, tomatoes and oranges, as well as processed products like soy sauce and bean curd.

The gift market is another important niche for sales of U.S. horticultural products. In 1990, the Japanese gave over \$75 billion in gifts, and a significant portion is food, including fresh fruits and vegetables and fresh cut flowers.

The gift market is growing at an annual rate of 4-5 percent per year, and should reach \$100 billion by 1997. Import product sales are growing more rapidly, as trade restrictions are lowered and consumer familiarity with foreign products increases.

For this important niche, exporters may want to develop gift packs and other types of packaging that are specifically for the Japanese market. The premium gift market segment, where the image of high-quality U.S. goods is most appreciated, is very promising. Grapefruit, melons and oranges are well-established fresh fruit gifts. Mail order should also be evaluated as an option in marketing gift items directly to Japanese consumers.

Japanese Marketing Channels

Japanese consumers have a high disposable income, and typically pay much more for food items than in the United States. Quality and freshness are the most important factors for Japanese shoppers. Packaging is given more attention than in the United States, and most food purchases are made by women. Shopping is usually done daily.

There are five types of retail outlets in Japan: 1) department stores, which account for about 6 percent of sales; 2) convenience stores, 7 percent; 3) supermarkets, 26 percent; 4) grocery stores, described as small non-self-service stores, 31 percent; and 5) specialty food stores like meat, seafood and tofu shops, 30 percent.

The various types of retailers use different approaches in their promotional efforts. Supermarkets use newspaper ads, in-store sampling and special fairs. Grocery and specialty stores do little more than occasional discounts. Department stores have in-store sampling, special areas in the store for promotions, gift corners and special fairs. Convenience stores make no major promotions.

Over 90 percent of imported foods pass through the big general trading companies. These organizations typically purchase large volumes

of bulk items, such as processed foods, fats and oils and sugar. In addition to the general trading companies, there are large numbers of smaller specialized food importers. They typically import such items as fresh fruits and vegetables, dried fruits and nuts.

In the coming years, U.S. horticultural exports to Japan will continue to improve. Fresh fruit and fruit juices, fresh vegetables, wine and hops will have higher sales, provided strict attention is paid to high quality and consistency in delivery. The Japanese consumer values quality and appearance above all other factors when considering a purchase, including price. Product knowledge and familiarity by the consumer are important. It is a different market with unique preferences, but one that is bound to continue to expand in the coming years.

The United States exports a wide variety of horticultural products to Japan. Many of these products have been selling well in the past few years, with exports continuing strong despite the recession now being felt by the Japanese. Shown below are how a few selected commodities are currently performing.

Avocados

So far this year (January to March), exports of avocados have more than doubled from the same period last year, to 909 tons. These higher shipments are based on the industry's plan to start the season in February, one month earlier than before; a large California crop, lower quality Mexican fruit; and expectations of reasonable prices. Retail prices have been reduced down to ¥ 100 (approximately 90¢) per piece during the promotions. This translates to a U.S. market share of about 87 percent, compared to about 10 percent at this time last year.

Cherries - Red Tart

U.S. frozen red tart cherry exports to Japan skyrocketed in 1992. From 1989 to 1991, frozen red tart cherry exports to Japan averaged only 37 metric tons per year, but in 1992, they totalled 1,185 metric tons. Moreover, canned

red tart cherry exports grew to a record 505 metric tons from an average of 310 metric tons in the 1989 to 1991 period, an increase of 63 percent.

The incredible increase in exports of red tart cherry products is primarily driven by a booming demand for cherry pie. This recent craze for cherry pie is thought to be the result of the popularity of the U.S. television series, "Twin Peaks," in which characters regularly stop by a local diner for a slice of cherry pie. Capitalizing on this trend, the U.S. industry worked with various Japanese food manufacturers, bakeries and confectioners and in 1992, over 30,000 retail outlets offered some form of cherry pie to their customers. Furthermore, they have gone beyond the limits of cherry pie and have successfully developed new products and applications for red tart cherries in Japan. In 1992, several new products were introduced, including a cherry beverage, a cherry chewing gum, and a cherry candy.

Strawberries

Japan is the United States' largest offshore market for strawberries. U.S. strawberries represent 96 percent of all fresh imports and 58 percent of the frozen import market in Japan. While Japan has its own domestic production of strawberries, (fresh) U.S. strawberries are sold during the "off-season." Currently, the confectionery market is the primary user of fresh strawberries. However, there is the potential to expand sales by targeting the gift sector. Frozen sales are concentrated in the industrial sector, such as for jam, filling for baked items, or as an ingredient in yogurt products. While the jam market is fairly mature, new growth areas being targeted are in the food service area for use in frozen fruit beverages, including cocktails; and health beverages like yogurt drinks. Last year, U.S. fresh and frozen strawberry sales to Japan reached close to \$30 million.

Canned Peaches

Among many Japanese distributors and consumers, including the food service industry,

U.S. canned peaches and fruit cocktail are recognized as high quality products, i.e., superior to most of those imported from other supplying countries. However, because prices for U.S. products are relatively higher than other countries' products, it is difficult to gain a larger share of the Japanese market. Under such circumstances, continued USDA market promotion activities support U.S. canners' efforts in exporting their products to Japan.

Citrus

Japan is already the largest foreign market for U.S. citrus, accounting for more than 45 percent of total U.S. fresh citrus exports. U.S. grapefruit exports to Japan have been a major success story. From 1985 to 1992, U.S. grapefruit exports nearly tripled from \$52 million to \$133 million. Roughly half of U.S. grapefruit exports, three-fourths of lemon exports and one-third of orange exports go to Japan. U.S. grapefruit, lemons and oranges account for more than 96 percent of Japan's total citrus imports.

As a result of the lifting of the frozen concentrate orange juice quota on April 1, 1992, in accordance with the 1988 United States Beef/Citrus Agreement, U.S. orange juice exports to Japan increased dramatically. With orange juice consumption expected to double to 160,000 tons, Japanese imports could triple in a few years to 130,000 tons. Last year alone, they nearly doubled. Through market promotion of Florida orange juice, the United States stands to gain a significant share of this market, competing on the basis of quality against the Brazilian price advantage. Already some Japanese companies are switching to 100-percent Florida orange juice.

Prunes

In 1992 Japan became the largest export market for U.S. prunes with shipments of 16,326 tons valued at \$26.9 million, double the value in 1988. The importance of pitted prunes increased as exports grew and now represent slightly more than half of the shipments. Consumer studies show the most common time to eat prunes is at tea break/snacktime, with breakfast a distant second. Most of the prunes are eaten as is, with less frequent use in yogurt,

cakes, sweets and salads. Opportunities exist to increase the consumer's knowledge of the prune by emphasizing the healthy attributes (high iron and fiber) and product usage versatility through continued promotional activities.

Processed Potatoes

Market share and value of U.S. frozen potatoes continues to increase or remain steady in Japan. By product, french fries dominate the export of frozen potatoes in Japan. In 1988 the U.S. export value of frozen potatoes was \$72 million with a market share of 82 percent. In 1992 market share increased to approximately 85 percent with value increasing by 20 percent to \$90 million.

Approximately 85 percent of the frozen potatoes exported to Japan are sold through quick service restaurants. Continued growth in the coming years is anticipated throughout the country in spite of the recession in Japan.

Hops

While most of the world beer market has been relatively stagnant, considerable increases are expected in Japan. Within the last 10 years, per capita beer consumption has risen by about 31 percent to 50 liters. Market experts predict additional increases of 6 percent per year over the next 5 years. Today beer accounts for over 70 percent of all alcoholic beverages consumed in Japan.

Promotional efforts by the U.S. industry have helped to encourage higher U.S. exports to Japan in the future. The value of U.S. hop exports to Japan nearly tripled between 1991 and 1992, from \$0.8 million, to \$2.1 million. While Germany dominates in sales to Japan (1992 imports valued at over \$70 million), the United States will continue to make inroads in sales of hops to Japanese brewers.

(Mark Thompson, 202-720-6877, with the assistance of the Marketing Staff, Horticultural & Tropical Products)

Group and commodity	Quantity United States	1990		Quantity World-----	Value	Quantity United States	1991		Quantity World-----	Value	Quantity United States	1992		Value
		Value	-----				Value	-----				Value	-----	
Canned/pres. vegetables	MT													
Catsup and other sauces		3,504	\$3,875	5,341	\$5,270	4,534	\$5,293	5,181	\$6,057	5,988	\$6,400	7,224	\$7,773	
Canned sweet corn		35,915	\$45,597	36,905	\$43,001	34,903	\$41,326	36,288	\$43,179	43,544	\$48,144	45,584	\$51,983	
Tomato paste and purée		5,435	\$6,002	80,816	\$93,259	7,395	\$7,923	81,891	\$86,690	12,797	\$11,654	79,920	\$79,941	
Other canned/pres. veget.		12,328	\$20,661	326,990	\$327,844	14,060	\$23,949	373,863	\$416,577	6,604	\$9,561	391,625	\$444,199	
Subtotal			\$76,141		\$414,574	60,892	\$78,491	497,123	\$553,203	69,023	\$75,158	524,533	\$583,396	
Frozen vegetables	MT													
Frozen potatoes, french fry		103,923	\$103,980	119,935	\$121,423	115,931	\$115,018	134,622	\$136,139	125,832	\$123,166	147,242	\$146,960	
Frozen sweet corn		30,060	\$37,564	35,008	\$43,725	30,896	\$36,196	36,064	\$42,514	10,222	\$8,558	39,779	\$44,799	
Other frozen potatoes		27,189	\$7,677	10,839	\$16,188	17,860	\$9,575	9,864	\$13,102	10,222	\$12,356	11,860	\$14,630	
Other frozen vegetables		167,386	\$32,923	139,341	\$232,841	33,455	\$37,253	179,184	\$256,092	29,910	\$34,591	181,903	\$259,869	
Subtotal			\$181,945	305,143	\$414,179	188,142	\$198,043	359,734	\$447,847	200,417	\$208,651	380,784	\$476,259	
Dried vegetables	MT													
Dried onions		3,150	\$8,640	4,241	\$10,560	2,862	\$8,292	4,069	\$10,378	3,221	\$9,292	4,584	\$11,695	
Dried potato products		15,566	\$24,422	47,708	\$39,692	19,632	\$22,626	58,617	\$38,661	21,337	\$20,547	22,713	\$22,203	
Other dried vegetables		1,202	\$6,866	150,794	\$183,458	999	\$6,357	170,622	\$219,022	513	\$2,673	31,149	\$190,315	
Subtotal			\$39,928	202,743	\$233,710	23,484	\$37,276	233,308	\$268,061	25,071	\$32,512	58,446	\$224,214	
Tree nuts	MT													
Almonds, shelled/prep.		20,472	\$80,019	20,508	\$80,185	22,858	\$74,850	22,888	\$74,980	23,660	\$90,540	23,682	\$90,635	
Pistachios		11	\$55	11	\$55	46	\$148	46	\$148	184	\$663	186	\$663	
Walnuts, shelled		885	\$4,510	5,391	\$26,452	1,751	\$8,299	9,489	\$40,888	1,456	\$7,448	7,646	\$36,561	
Walnuts, unshelled		1,990	\$8,440	3,361	\$12,390	2,635	\$11,439	3,981	\$15,396	3,595	\$16,476	5,327	\$21,796	
Other nuts		1,446	\$1,008	2,512	\$1,084	3,317	\$690	1,363	\$472	200	\$916	4,435	\$1,004	
Subtotal			\$104,753	46,821	\$126,608	1,324	\$10,326	43,851	\$145,721	1,644	\$14,215	44,417	\$138,586	
Nursery products	MIXED													
Cut flowers	MT	389	\$4,469	12,412	\$114,952	351	\$4,951	15,627	\$142,744	372	\$5,236	11,944	\$127,632	
Other nursery products	MIXED													
Subtotal	MIXED		\$10,197		\$189,419		\$7,475		\$100,312		\$7,255		\$117,947	
Hops and products	MT													
Hops extract		2	\$62	55	\$2,742	3	\$141	53	\$3,459	0	\$16	59	\$2,856	
Hops pellets		101	\$677	5,738	\$45,438	82	\$609	5,626	\$47,636	120	\$846	8,328	\$70,862	
Hops cones		10	\$69	68	\$394	6	\$45	250	\$1,937	4	\$26	44	\$276	
Subtotal			\$808	5,861	\$48,574	91	\$794	5,929	\$53,032	124	\$889	8,431	\$73,994	
Wine and beverages	KL													
Sparkling wine		228	\$988	4,551	\$56,392	283	\$1,537	4,500	\$57,241	278	\$1,244	4,267	\$60,451	
Grape wines		8,150	\$21,390	81,474	\$344,609	7,510	\$18,613	70,723	\$278,710	7,836	\$19,450	64,104	\$271,571	
Other wine products		247	\$5,265	5,265	\$8,799	27	\$104	4,271	\$6,881	3	\$0	3,491	\$5,940	
Vermouth		24	\$1,071	2,171	\$6,257	19	\$30	1,204	\$5,360	3	\$6	1,236	\$4,978	
Other fermented beverages		1,480	\$2,859	8,876	\$18,664	823	\$1,514	8,204	\$17,779	1,015	\$2,794	8,251	\$19,515	
Subtotal			\$26,343	102,337	\$434,721	8,662	\$21,798	89,345	\$365,971	9,132	\$23,494	81,689	\$362,455	
Grand total			\$1,228,456		\$4,306,092		\$1,330,843		\$4,766,356		\$1,499,658		\$5,009,069	
Yen (million)			177,868		623,483		187,561		642,076		189,932		634,399	

Sources: Japan Tariff Association and the International Monetary Fund.

Notes: The exchange rate was obtained from the International Monetary Fund. Rates used were: for 1990, \$1.00 = ¥144.79; for 1991, \$1.00 = ¥134.71; and for 1992, \$1.00 = ¥126.05. The value of Japanese imports from the United States will be significantly higher than the export value leaving the United States for Japan, due to the cost of shipping.

JAPANESE IMPORTS OF HORTICULTURAL PRODUCTS
1990 - 1992
(Quantity as shown, Value in \$1,000)

Group and commodity	Quantity United States	1990		Quantity United States	1991		Quantity United States	1992				
		Value	-----World-----		Value	-----World-----		Value	-----World-----			
Fresh citrus fruit	MT											
Grapefruit	147,471	\$153,146	156,656	\$160,653	235,990	\$245,988	260,784	\$249,840	237,116	\$241,739	244,578	\$248,544
Lemons	102,531	\$120,153	105,884	\$123,154	87,065	\$145,943	89,079	\$152,773	91,613	\$105,099	93,416	\$111,745
Oranges, incl. mandarins	143,286	\$142,510	147,470	\$144,533	75,235	\$123,822	82,350	\$134,882	167,440	\$150,354	172,921	\$156,263
Other citrus	9	\$28	9	\$28	0	\$0	54	\$122	0	\$0	1	\$4
Subtotal	393,297	\$415,837	408,019	\$430,368	418,290	\$515,752	432,267	\$537,618	496,169	\$497,192	510,916	\$516,555
Fresh non-citrus fruit	MT											
Apples	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
Avocados	918	\$3,688	7,731	\$22,225	1,010	\$3,192	2,665	\$6,533	2,160	\$4,929	3,559	\$7,763
Cherries	6,812	\$48,774	6,858	\$49,361	5,753	\$45,550	5,814	\$46,433	12,574	\$82,864	12,617	\$83,489
Grapes	4,499	\$8,688	12,040	\$23,372	4,106	\$8,596	7,568	\$18,477	3,044	\$6,304	7,732	\$20,943
Melons	10,688	\$8,530	16,772	\$20,768	12,575	\$10,177	21,359	\$24,935	15,166	\$12,165	20,695	\$21,432
Papaya	5,366	\$19,988	5,368	\$19,994	5,269	\$19,590	5,271	\$19,598	5,186	\$18,634	5,197	\$18,683
Peaches, nectarines	0	\$0	5	\$14	0	\$0	0	\$0	0	\$0	0	\$0
Pears	0	\$0	2	\$7	0	\$0	17	\$37	0	\$0	0	\$0
Strawberries	3,142	\$21,645	3,244	\$22,619	3,522	\$25,002	3,639	\$26,197	3,297	\$23,124	3,416	\$24,175
Other non-citrus	1,006	\$2,910	952,662	\$613,578	621	\$1,917	992,983	\$631,327	2,801	\$7,864	936,585	\$677,021
Subtotal	32,431	\$114,223	1,004,682	\$771,938	32,856	\$114,025	1,039,316	\$773,536	44,228	\$155,884	1,009,801	\$853,486
Canned/prepared fruit	MT											
Canned/prep. cherries	1,174	\$2,383	4,050	\$7,970	1,264	\$2,794	3,767	\$7,940	1,554	\$3,697	5,164	\$11,064
Canned peaches	5,863	\$7,648	38,521	\$39,858	8,014	\$10,162	54,936	\$61,206	6,411	\$8,743	53,949	\$60,226
Canned pineapple	1,571	\$1,934	53,300	\$48,567	2,448	\$3,467	67,316	\$65,600	2,157	\$2,988	61,406	\$62,368
Other canned/prep. fruit	7,470	\$11,354	103,187	\$200,716	7,587	\$13,987	126,776	\$256,553	13,467	\$19,489	149,004	\$292,609
Subtotal	16,078	\$23,319	199,058	\$296,911	21,313	\$30,410	252,795	\$391,309	23,389	\$34,857	269,523	\$426,478
Dried fruit	MT											
Dried prunes	11,001	\$16,762	11,001	\$16,762	12,089	\$20,335	12,092	\$20,362	15,188	\$30,168	15,205	\$30,205
Raisins	23,620	\$37,572	27,213	\$42,572	23,163	\$36,835	26,365	\$41,356	23,888	\$37,281	27,129	\$42,012
Other dried fruit	603	\$2,839	8,716	\$16,165	693	\$3,207	10,992	\$20,926	537	\$2,843	10,886	\$20,259
Subtotal	35,224	\$57,173	46,930	\$75,499	35,945	\$60,396	49,449	\$82,644	39,313	\$70,281	53,220	\$92,475
Frozen fruit	MT											
Frozen strawberries	11,459	\$19,345	26,815	\$43,083	9,452	\$16,049	19,841	\$31,438	10,975	\$17,634	20,182	\$30,492
Other frozen fruit	2,347	\$4,455	16,389	\$28,365	3,601	\$7,694	17,718	\$35,335	3,039	\$6,732	18,370	\$41,163
Subtotal	13,806	\$23,800	43,204	\$71,448	13,053	\$23,743	37,559	\$66,773	14,014	\$24,366	38,552	\$71,655
Fruit & vegetable juices	KL											
Grapefruit juice	10,166	\$27,092	11,732	\$31,426	8,242	\$15,700	9,464	\$18,702	12,080	\$30,975	14,092	\$36,388
Orange juice (not conc.)	5,807	\$9,241	6,045	\$9,724	5,290	\$7,691	5,361	\$7,817	5,645	\$6,454	5,764	\$6,589
Frozen conc. orange juice	\$10,215	\$23,022	\$66,051	\$8,506	\$18,640	\$30,316	\$59,941	\$15,929	15,099	\$34,524	50,070	\$116,123
Other juices	25,368	\$59,257	71,097	\$175,220	27,259	\$72,000	71,712	\$175,032	32,708	\$92,929	61,419	\$171,935
Subtotal	44,838	\$105,805	111,896	\$262,421	49,297	\$114,991	116,854	\$261,491	56,528	\$141,907	131,344	\$331,035
Fresh vegetables	MT											
Asparagus	3,989	\$17,964	11,607	\$56,454	3,132	\$14,334	12,482	\$61,428	4,631	\$20,640	15,065	\$70,274
Lettuce	384	\$421	388	\$435	5,767	\$8,351	5,818	\$8,522	1,346	\$2,797	1,369	\$2,965
Onions and shallots	38,803	\$10,712	86,875	\$32,364	23,508	\$7,185	63,093	\$26,103	9,798	\$2,845	35,443	\$15,443
Tomatoes	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
Other fresh vegetables	11,128	\$19,055	350,112	\$256,503	27,872	\$47,972	351,265	\$347,940	36,252	\$64,825	194,038	\$373,551
Subtotal	54,306	\$48,152	458,982	\$355,756	60,279	\$77,844	432,658	\$443,934	52,032	\$91,116	245,903	\$462,044

See notes at end of table.

STRAWBERRY TRADE SITUATION IN SELECTED COUNTRIES

United States

Production of fresh strawberries in the United States in 1992 for the fresh market and processing totaled 595,110 metric tons valued at \$685 million, down 4 percent in volume but up 8 percent in value, from the record setting year of 1991. A smaller crop in California -- accounting for 78 percent of the U.S. crop -- accounted for most of the decrease

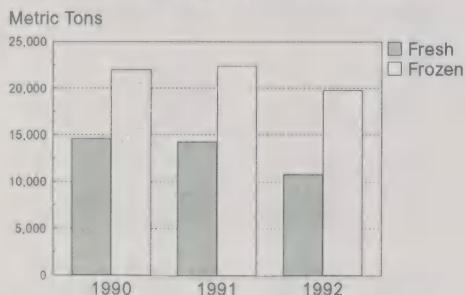
in production. Total area harvested for strawberries in 1992 was estimated at 19,880 hectares, up 5 percent from 1991. Area harvested for winter strawberries in Florida was down 14 percent from 1991. Unfavorable weather during part of the growing season was the primary factor for the decline.

UNITED STATES: IMPORTS AND EXPORTS OF STRAWBERRIES (Metric tons)

Calendar Year	Imports Fresh	Imports Frozen	Exports Fresh	Exports Frozen
1990	14,598	21,974	38,887	14,868
1991	14,266	22,344	43,189	11,839
1992	10,797	19,771	46,386	13,614

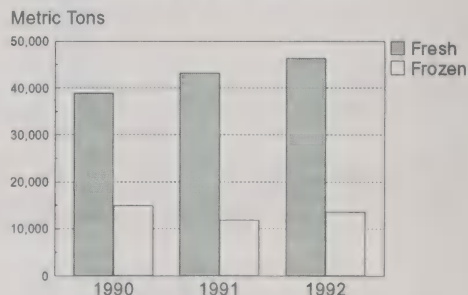
Source: U.S. Department of Commerce, Bureau of Census.

U.S. Strawberry Imports Declined



Fresh strawberry exports from the United States in 1992 enjoyed a very good year, totaling 46,386 metric tons, up 7 percent from 1991. Canada continued to be the largest U.S. market, accounting for 77 percent of total fresh strawberry shipments. Exports to Japan, the second leading market, were down 6 percent from 1991. U.S. exports to the United Kingdom in 1992 took a dramatic swing upward

While Exports Increased



increasing more than 200 percent from the previous year. Reduced shipments from traditional U.K. suppliers are reported to be the major reason for this increase. Other markets registering dramatic gains in 1992 were France and Mexico. Greater fresh market demand was the primary factor for the increase in U.S. shipments to Mexico. Shipments to Australia which were up appreciably in 1991 from the

year before, dropped off by 25 percent in 1992. U.S. fresh strawberry exports to Singapore totalled 80 tons, slightly above the level sold in 1991. U.S. exports of frozen strawberries in 1992 totalled 13,614 tons, up 15 percent from the year earlier.

U.S. imports of fresh strawberries in 1992 totalled 10,797 tons, down 24 percent from 1991. Imports from Mexico, the U.S. number one supplier, totalled 9,238 tons, down 29 percent from 1991. Fresh imports from Guatemala and Colombia during the same period were up 54 percent and 35 percent, respectively.

Chile

Strawberry output in Chile in 1992/93 is estimated at 13,000 tons, up 18 percent from the previous season (see next page). Production rose as a result of higher domestic and export prices which encouraged farmers to increase planted area and production. Since strawberry production moved to well-water irrigated areas during the last two years, fresh domestic consumption of strawberries was not

affected by the government's anti-cholera measures prohibiting the serving of raw uncooked fruits and vegetables in restaurants and limited sales in the supermarkets. About 90 percent of Chile's strawberry production is for the domestic market.

Strawberry planted area ranges from Region I (Arica-Azapa Valley) to Region X (Osorno). The largest planted area is concentrated around the Metropolitan VI and VII Regions. The main strawberry varieties planted in Chile are Douglas, Pajaro, Chandler and Parker. European countries purchased about 85 percent of Chile's fresh strawberry exports in 1992. Most fresh strawberry exports are grown in the Metropolitan Region and are shipped by air. Strawberries grown in other Regions are shipped frozen by ocean vessels. The United States was the leading export market for frozen strawberries in 1992, accounting for about 77 percent of total exports.

CHILE: PRODUCTION AND EXPORTS OF STRAWBERRIES

<u>YEARS</u>	<u>PLANTED AREA</u> (Hectares)	<u>PRODUCTION</u> (MT)	<u>EXPORTS (MT)</u>	<u>EXPORTS (MT)</u>
			FRESH	FROZEN
1989/90	370	6,280	55	1,964
1990/91	645	15,000	35	1,500
1991/92	600	11,000	24	1,910
1992/93 1/	630	13,000	12	2,197

1/ Estimate.

Source: U.S. Agricultural Attache, Santiago.

Mexico

Mexican fresh strawberry production for marketing year 1992/93 (August/July) is forecast at about 84,000 tons, up 20 percent from the previous season's weather-reduced levels. This increase is attributed to more favorable weather during the growing season. Over 90 percent of the strawberries produced in Mexico are grown in the states of Michoacan, Guanajuato, and Baja California. Scattered plantings of strawberries can also be found in the states of Jalisco, Oaxaca, Zacatecas, Veracruz, Mexico, Aguascalientes, Queretaro, Puebla, Sinaloa, and Sonora. Many varieties of strawberries are grown in Mexico, depending upon climate and use. These include Parker, Selva, Fern, Chandler, Fresno, Toga, Missionary, Pajaro, Braxton, Solana, Florida 90, Lassen, and Santa Ana. Reportedly, labor availability is no problem in all strawberry areas, especially in the three principal producing states.

Growers are using more advanced techniques in irrigation, fertilizer applications, and the use of plastic ground covers. Even though drip irrigation systems and plastic ground covers reportedly increase costs, these methods improve yields, crop quality, and address health concerns. Also, the use of drip irrigation systems allows for simultaneous application of fertilizers which improves efficiency. Growers in Michoacan estimated that about 15 percent of the strawberry production area in this state currently uses drip irrigation. This is up from only 3 percent two years ago. It is forecast that within two or three years a majority of strawberry producers will have adopted the technique.

Strawberry yields in Mexico vary greatly depending upon variety, area, and weather conditions. In past years, nationwide yields have averaged as high as 25 metric tons per hectare. Given the excellent weather that has prevailed so far in marketing year 1992/93, Mexican strawberry yields are expected to reach the 25 ton level. This is up considerably from previous years' average yields which were severely reduced due to unfavorable weather. Expected yields in Baja California are reported

even higher at about 35 tons per hectare.

The quality of the 1992/93 Mexican strawberry crop is considered excellent with good size, color and flavor.

For the past few years, producer organizations continue to try to control area planted to strawberries in order to avoid over-production and chemical residue problems, especially on fruit destined for export markets. Given the dramatic decrease in area over the past several years, this effort seems to be at least partially successful. The areas that are being removed from strawberry production are now being planted to other crops, mainly vegetables that are less susceptible to residual water problems.

Consumption of fresh strawberries in Mexico in marketing year 1992/93 is estimated to rebound significantly from the previous season as supplies increase and prices decline moderately. Consumption of imported berries from the United States during the summer and fall months is beginning to reach sizeable quantities. While the price for U.S. fruit is considerably more than domestic strawberries, consumers prefer the convenience and the quality associated with U.S. strawberries. This growth pattern is expected to continue in the future.

Wholesale prices for Mexican strawberries for marketing year 1992/93 are expected to be considerably lower than the previous season due to larger production. In early 1992, wholesale strawberry prices in Mexico City were as much as 100 percent higher than normal due to short supplies. Prices remained at high levels through December 1992, reflecting the costs of imported strawberries. Domestic production began in late December 1992 with prices falling by more than 50 percent. Domestic prices are expected to remain low through June when imported strawberries once again enter the Mexican market.

During the export season, growers prices for fresh export strawberries were about U.S.\$7.75 per 5 kilogram box FOB packing shed, compared to only about U.S.\$5.00 per box for fruit destined for the domestic market. However,

when export prices dropped to U.S.\$4.00 per box, producers stopped exporting and diverted these berries to the domestic market.

In March 1993, processors were only paying about U.S.\$1.80 per 5 kilogram box for strawberries to be processed, compared to U.S.\$5.00 per box for berries destined for the domestic market.

Mexican exports of fresh strawberries for marketing year 1992/93 are forecast to rebound to an estimated 12,000 tons based on an expected recovery in production. The major market for Mexican berries is the United States., with smaller amounts being shipped by air to Europe. The United States is likely to remain the number one market for Mexican fresh and frozen strawberries in the future. Small quantities of U.S. strawberries will likely continue to be imported by Mexico during periods when domestic production is not sufficient to cover demand. This normally occurs in late summer and fall before the Mexican crop becomes available.

Fresh and frozen strawberries are subject to a 20 percent import tariff in Mexico. There is no import licensing requirement for either fresh or frozen strawberries.

**MEXICO: PRODUCTION AND UTILIZATION
OF FRESH AND FROZEN STRAWBERRIES
AUGUST-JULY MARKETING YEARS
(Metric Tons)**

Item	1990/91	1991/92	1992/93
Fresh:			
Area (hectares)	6,200	4,500	3,200
Total Production	100,000	67,500	84,000
Total Supply	100,000	67,500	84,000
Exports	15,000	7,000	12,000
Domestic			
Consumption	38,000	22,000	37,000
Processing	47,000	38,500	35,000
Total Utilization	100,000	67,500	84,000
Frozen:			
Beginning Stocks	2,000	0	0
Production	47,000	38,500	35,000
Imports	0	0	0
Total Supply	49,000	38,500	35,000
Domestic			
Consumption	19,000	20,000	20,000
Exports	30,000	18,500	15,000
Ending Stocks	0	0	0
Total Distribution	49,000	38,500	35,000

Source: Agricultural Counselor, U.S. Embassy, Mexico City.

(Emanuel McNeil, 202-720-2083)

UNITED STATES : EXPORTS AND IMPORTS OF STRAWBERRIES, CALENDAR YEARS
(Metric Tons)

TYPE & ORIGIN/ DESTINATION	1988	1989	1990	1991	1992
<u>FROZEN EXPORTS</u>					
Canada 1/	1,650	2,152	2,241	2,836	2,776
Japan	5,816	7,393	11,770	7,398	8,277
Australia	986	784	482	790	1,556
Other	221	360	375	815	1,005
Total	8,673	10,689	14,868	11,839	13,614
<u>FRESH EXPORTS</u>					
Canada 1/	30,940	33,875	33,209	36,185	35,539
Japan	3,027	3,372	3,520	3,808	3,578
United Kingdom	356	528	604	822	2,499
Mexico	29	298	211	351	2,221
Germany	262	329	525	556	746
Australia	218	1,040	320	651	491
Hong Kong	201	155	104	88	39
Other	450	323	394	728	1,273
Total	35,483	39,920	38,887	43,189	46,386
<u>FROZEN IMPORTS</u>					
Mexico	24,830	18,289	18,550	21,053	18,258
Poland	1,298	735	853	244	696
Ecuador	624	528	391	692	628
Chile	411	45	0	18	108
Yugoslavia	0	56	201	134	0
Guatemala	482	738	1,438	33	42
Canada	822	801	253	0	22
Other	835	99	288	170	39
Total	29,302	21,291	21,974	22,344	19,771
<u>FRESH IMPORTS</u>					
Mexico	15,933	13,888	12,601	13,041	9,238
New Zealand	433	452	185	172	407
Canada	258	54	93	35	4
Colombia	30	118	801	381	514
Guatemala	526	1,148	547	365	561
Costa Rica	590	572	366	268	0
Chile	7	33	1	0	9
Other	129	81	4	4	64
Total	17,876	16,346	14,598	14,266	10,797

1/ Canadian import data from Statistics Canada prior to 1990.

SOURCE: U.S. Department of Commerce, Bureau of Census; and Statistics Canada.

U.S. CHERRIES - A SWEET RISK

Washington, Oregon, California, Idaho, and Utah produce nearly all fresh cherries sold domestically and in foreign markets.

In a good year domestic production can reach approximately 100,000 metric tons of fresh cherries. Additional acreage has been planted in all states. Washington State predicts a 10 percent per year growth rate in production of cherries between 1991 and 1996. During the last 10 years acreage of cherry trees has increased by approximately one third in California.

The cherry harvest begins late April in California and ends in August in the northwestern states. May, June and July are the concentrated harvest months. Typically the California cherry crop harvest overlaps with the more northern states harvest, however a gap at the end of May or the beginning of June can occur.

Producing cherries is a high risk operation. Excess rains or wind during the spring can interfere with pollination and create a light crop. Rain during harvest can devastate an entire orchard because the mature cherries will absorb the water and explode.

The Bing cherry is the leading commercial variety produced and sold in the United States. Additional varieties include the Van, Lambert, Chinook, Black Republican, Royal Ann, Stella, and Rainier.

World sweet cherry production likely ranges from 500,000 to 550,000 metric tons annually. Major southern hemisphere producers include New Zealand, South Africa, Chile, Australia, and Argentina. There, harvest occurs in the northern hemisphere winter months. The principal producers and competitors to the United States include Greece, Spain, Italy, Germany, France, Turkey, and the former Yugoslavia. Japan, Korea, Belgium, Netherlands, the United Kingdom, and Norway produce varieties of sweet cherries for domestic consumption.

Primary foreign markets for U.S. cherries are Japan, Canada, Hong Kong, Taiwan and the United Kingdom. These five markets accounted for nearly 95 percent of U.S. cherry exports in 1992.

Promotional efforts are conducted by the Northwest Cherry Growers and the California Cherry Export Association in Japan; and in Hong Kong, Taiwan, and the United Kingdom by the Northwest Cherry Growers Association. Funding for promotions is, in part, under the Market Promotion Program (MPP) administered by FAS.

JAPAN: Japan accounted for about 40 percent of total U.S. exports in 1992. Until 1992 Japan imposed a seasonal restriction on the entrance of U.S. cherries to protect domestic cherry producers. Exports of U.S. cherries reached 12,177 tons in 1992, the highest level since 1988. Along with the liberalization of the market in 1992, Rainier cherries were introduced to Japan with moderate success. The Rainier cherry is a variety developed in Washington. It is characterized by a higher sugar content, golden in color with a pink/red blush contrasted to the Bing with its deep red/mahogany color.

CANADA: Due to its proximity, exports of U.S. cherries to Canada have always accounted for a large portion of total exports (ranging from 30 to 60 percent).

HONG KONG: This market has consistently imported between one and three thousand metric tons during the last 10 years, according to U.S. crop size.

TAIWAN: Taiwan has steadily increased its import of U.S. cherries in the last decade. In 1984 U.S. cherry exports totaled 44 metric tons, contrasted to 2,024 metric tons in 1992.

UNITED KINGDOM: U.S. exports to the United Kingdom reached 1,476 tons in 1986 and have ranged ever since between 2,000 and 3,000 metric tons.

Cherry exports for 1993 should remain high, however due to cold and wet spring weather California production will probably prove to be only 60 to 75 percent of last year with total U.S. export levels between 25,000 and 30,000 metric tons compared with last year's 30,641 metric tons.

(Jean Harman, 202-720-0897)

EXPORTS OF U.S. SWEET CHERRIES
(QUANTITIES IN METRIC TONS)

	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992
Japan	1,230	1,428	1,619	3,318	11,157	13,949	11,086	7,346	6,521	12,177
Canada	4,584	4,020	3,030	3,209	5,621	5,900	6,947	6,249	5,284	9,557
Hong Kong	659	1,168	1,234	1,671	1,952	1,231	2,735	1,039	1,282	2,553
Taiwan	92	44	93	155	343	490	793	603	684	2,024
United Kingdom	302	431	439	1,467	1,374	1,910	3,109	3,633	1,952	2,637
Others	90	204	221	493	1,581	1,425	1,877	3,878	1,503	1,693
Total	6,957	7,295	6,636	10,313	22,028	24,905	26,547	22,748	17,226	30,641

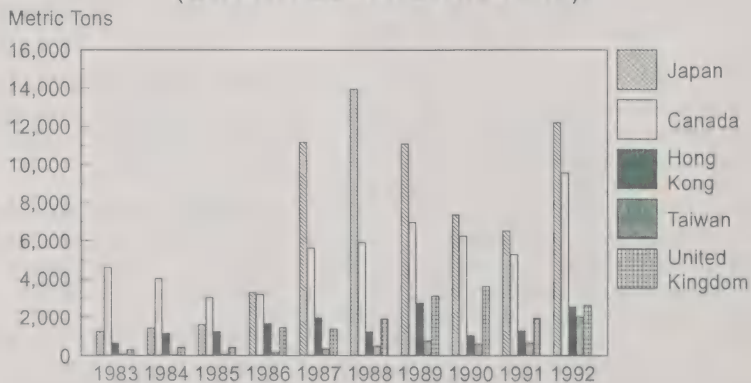
Top 5 as % of Exports:

98.71 97.2 96.67 95.22 92.82 94.28 92.93 82.95 91.27 94.47

Source: Department of Commerce, Bureau of the Census

U.S. EXPORTS OF SWEET CHERRIES

(QUANTITIES IN METRIC TONS)



WORLD RAISIN SITUATION

Raisin and sultana production in 1992/93 is up slightly in the seven principal producing countries, which contribute an estimated 83 percent of world supplies. Production for 1992/93 is estimated to be up 1 percent from 1991/92 due to larger crops in the United States, Turkey, Mexico, and Chile. Smaller crops are expected in Australia, Greece, and South Africa. Consumption in the seven countries, however, is expected to increase by 5 percent. Despite the higher production, and because of higher domestic consumption and slightly higher exports, stock levels at year's end will decrease slightly, to about 37 percent of average production, from last year's 38 percent. The 1992/93 year includes Southern Hemisphere crops harvested early in calendar 1993 along with the Northern Hemisphere crops harvested late in 1992.

The world market in general is experiencing declining economic conditions, which continue to adversely affect raisin trade. In some countries, food sales are down, impacting raisin sales in two ways: 1) through reduced direct sales of raisins; and 2) in reduced sales of raisin-containing products such as breads, cereals, candies, etc. In the more price conscious markets buyers shifted to lower priced, lower quality suppliers. These trends accelerated toward the end of 1992 and are continuing in 1993, and are adversely affecting U.S. raisin exports. U.S. raisins are premium quality and priced higher than most other raisins, and consumers are buying fewer, or switching to lower-quality and lower priced raisins from other countries.

Northern Hemisphere Situation and Outlook

United States

In the United States, raisin production in 1992 is up 10 percent from the previous year. This is mainly because of a return to a more normalized crop after the previous year's smaller harvest. Consumption is expected to increase

1½ percent over 1991/92 and exports are expected to decline somewhat. This should cause a slight increase in stocks to about 57 percent of production.

U.S. exports of raisins in 1992 remained near record levels, totaling 129,580 tons valued at \$180.6 million. This was less than 3 percent below the previous year, but 31 percent above five years ago. Western Europe and Asia received 86 percent of the exports, with the United Kingdom, Japan, and Germany alone accounting for half of the total shipments. Shipments to all regions except Asia were below the previous year. Exports during the first quarter of 1993 were the lowest since 1989.

Greece

Since the last update on the sultana situation in Greece, the Greek Ministry of Agriculture has revised downward the production estimate for the 1992/93 crop, to 37,000 metric tons, just slightly below the 1991/92 crop.

Harvested area is expected to be up slightly in 1993/94 due to some new vineyards in Crete, which are entering production after replacing old Phyloxera infected vines.

Sources in Crete report that the 1993 crop probably will be late due to less rainfall during the 1992/93 winter period, which prevailed all over the island. Uprootings of diseased vines continue while replacements are planted. Of the total area planted in the island (95 percent of the country's total raisin crop area) 50 percent is new rootstock.

Vineyards on Crete are being entirely replanted with phyloxera-resistant vines. Approximately 10,000 to 12,000 hectares of replacement vines currently are not in production. This area will enter production gradually at about 1,000 to 2,000 ha per year. This means that by the year 1997/98 the crop will be totally renewed and will be all in the production stage.

The crop quality in 1992 was very good. All of the crop was sold by mid-April. By the end of the marketing year, only 2,000 to 3,500 tons of lower quality product will be left, which is considered normal for ending stocks.

Turkey

Production in 1992/93 is estimated at 150,000 tons, 8,000 tons below the initial September forecast. Turkey's export forecast is down 6 percent, to 115,000 tons. There, major competition from Iran and Afghanistan in the European Community for the lower-priced market is intense.

Export sales through April, totalled only 61,808 tons (\$69 million) compared to last season's 74,224 tons (\$86 million) during the same period, off 18 percent. Prices in early 1993 were fluctuating slightly below \$1000 per ton, FOB for non-EC countries, compared to about \$1,100 per ton at the same time last year.

Effective September 1, 1992 the export tax of \$60 per ton was lifted. TARIS, the agricultural marketing cooperative, purchased nearly 60,000 tons of the 1992 crop on government account and is now selling raisins at prices between TL 7,300 and TL 7,600 per kilogram. Depreciation of the lira against foreign currencies (TL 9,478.01 to \$1.00 on April 7, 1993) and no export tax helped Turkish packers to improve their competitiveness. Cheaper Iranian raisins, however, continue to depress raisin exports below the previous year.

Weather conditions have been very favorable for all crops. Continuing rains this spring in the Aegean region, however, bear a potential

problem for vineyards as wet weather introduces ideal conditions for mildew.

Southern Hemisphere Situation and Outlook

All three of the major southern hemisphere exporters are forecast to have higher exports, because of higher supplies, good quality, and competitive pricing. They compete in the segment of the market that is between the top-quality U.S. raisin, and the lesser-quality sultana from such countries as Afghanistan and Iran.

South Africa

South Africa's 1992/93 crop is estimated at 27,285 tons, off 32 percent from last year. The 1991/92 crop allowed exports to reach 23,575 tons plus a healthy increase in stocks. Exports in 1992/93 could increase even further to 25,000 tons or more. Most of the crop is exported, with about one quarter of the crop consumed domestically.

The good crops are the result of dry and hot conditions and no rainfall on the crops dried in the sun. Unfortunately these ideal conditions for dried fruit production meant that irrigation water supplies were not replenished and the possibility of water restrictions along the Orange River is increasing.

Advance prices paid for the 1992/93 crops have been increased reflecting the Dried Fruit Board's optimistic viewpoint for exports. Raisin advance prices were increased 10 percent, Thompson's 11 percent, unbleached sultanas 11 percent and golden sultanas 21 percent. This will lead to an estimated 12 percent increase in domestic selling prices.

**SOUTH AFRICAN DRIED VINE FRUIT PRODUCTION BY TYPE
(QUANTITY IN METRIC TONS)**

TYPE	1988/89	1989/90	1990/91	1991/92	1992/93
Unbleached sultanas	4,484	8,314	6,678	11,806	8,021
Thompson seedless	12,884	21,105	20,097	22,438	13,649
Golden sultanas	2,703	4,201	3,353	5,317	5,115
Raisins	566	484	506	492	500
TOTAL:	20,637	34,104	30,634	40,053	27,285

SOUTH AFRICAN RAISIN/SULTANA EXPORTS

	1988/89	1989/90	1990/91	1991/92	1992/93
Sultana types and Thompson, ton	17,571	21,640	19,422	23,405	24,575
1,000 Rand	54,151	81,944	68,431	94,464	97,086
Rand/metric ton	3,082	3,787	3,523	4,036	3,951
U.S.\$/metric tons	\$1,171	\$1,423	\$1,293	\$1,437	\$1,264

The South African industry is forced to sell all sultana types at the Minimum Import Price (M.I.P.) in the European Community. At the current exchange rate of the rand this leads to favorable returns. Returns in the Far East are not yet at the same levels but the prices of higher quality product is increasing. Total dried fruit exports were valued at about R114 million in 1992 and this could increase to about R123 million for 1993.

Imports are technically duty-free. However, raisins may be imported only with an import permit, granted by the Department of Trade and Industry. Imports have been zero for several years.

Chile

Production in the 1991/92 marketing year declined sharply to 20,000 tons, from 33,400 in 1990/91. In MY 1992/93 (CY 1993), Chilean raisin production and exports will be larger than the previous year but still 34 percent less than the record high production in MY 1990/91. Raisin export availability for MY 1992/93 will be slightly larger than the previous year as a result of increased grape output and

stricter enforcement of quality standards on the part of table grape exporters.

Competing with the demand for fresh grapes are both Chilean and Argentine wine producers, who are paying premiums for table grape export rejects to supply the growing wine export market. Production and exports of raisins will likely continue to increase for the next few years, principally because table grape production is continuing to grow, and expanded wine grape plantings will tend to mean greater availability of table grapes for raisins in the coming years.

Raisin production in Chile is a by-product of the fresh table grape business. In Chile, grapes are not grown for raisin production. Raisin production and exports occur only because some table grapes are not accepted for export as fresh table grapes.

In the last two years, demand for grapes to supply the rapidly expanding wine export industry outpaced demand for raisin production. Returns for grapes intended for raisin production are substantially less (30 pesos per kilogram, about 7½ cents per kilogram) than for grapes intended for wine production (up to 50 pesos

per kilogram, about 12½ cents per kilogram).

In the past few years, table grapes have been increasingly used by Chilean vintners because of greatly increased demand in the wine industry. In response to the increased use of table grapes rather than varietal grapes, wine grape production became so unprofitable that many producers either pulled up their wine grape vines and planted table grapes or grafted table grape varieties to their wine grape root stock. In addition, the frost in Argentina in 1992 resulted in a reduced supply of grapes for wine production at a time when export demand was increasing rapidly.

In response to the increased use of table grapes in wine production, the Chilean Government passed a law stating that for a wine to carry a varietal label (e.g., Cabernet Sauvignon, Cabernet Blanc, Merlot, Chardonnay, etc.) at least 90 percent of the grapes used in production must be from that variety. Consequently, the use of table grapes for varietal wine production has an established limit which wine producers can include in their production matrix.

Although the use of table grape varieties in varietal wines is limited, there is no limit to their use in other wines. This has limited the availability of table grapes for raisin production. In MY 1992/93, table grape production increased considerably and Chilean exporters adopted stricter table grape export standards; nevertheless, these factors did not result in a large increase in grape availability for raisin production because of the continued strong demand from the wine industry.

Domestic and export demand for wine in Chile is strengthening each year. Demand for grapes for wine production is outpacing supply because new grape vines planted for wine will only begin bearing fruit three to four years from now.

CHILEAN INDUSTRY MODERNIZES

In recent years, the largest three or four producers and exporters have invested in machinery for the production and export of

raisins. This has generated a major transition of the Chilean raisin sector into a technologically advanced industry, but one with tremendous excess capacity. There are now over 30 fruit dehydration/desiccation plants in the country and installed production capacity has now reached over 126,000 metric tons, or more than seven times projected 1993 raisin exports.

Several of the largest exporters have purchased U.S. machinery and technology for drying tunnels, cleaning (through blow-drying and washing), classification and packaging. Most raisins are still carefully inspected by hand as well.

Currently, around 75 percent of Chile's total raisin production is sun dried. In the future, the continued expansion in both the number and capacity of heated drying tunnels will probably reduce the amount of sun dried raisins. Some markets prefer sun dried raisins which are produced at a lower cost.

QUALITY IMPROVES, BUT FURTHER IMPROVEMENTS NEEDED

In general, Chilean raisin quality is improving. Nevertheless, over half of the national production is large-sized grapes which have the smallest demand and lowest prices in world markets. Some large-sized raisins receive price premiums for use in snack foods, but only the best quality product can be used.

Exporters attempt to meet the quality standards and requirements for each individual market. Large companies maintain personnel dedicated to quality control to ensure compliance with contract specifications.

A major problem for Chilean exporters, in addition to obtaining sufficient supplies for processing, is compliance with U.S. import (Food and Drug Administration and USDA) regulations. In the recent past, roughly 30 percent of Chile's raisin exports to the United States have failed to comply because of the presence of foreign material, as well as because of quality standards. Rejected raisins must be destroyed, reconditioned, or shipped to other

ports. A Canadian agreement enables these rejected products to be sent to Canadian ports. In an attempt to lower the rejection rate, the Chilean Government and private industry invited two inspectors from USDA's Agricultural Marketing Service to Chile in mid-April 1993 in order to hold a seminar on AMS inspection standards and methodology.

EXPORT SITUATION

Last year's smaller than expected world raisin export supply meant firm international prices. Export prices for MY 1992 averaged \$1,178 per ton, FOB, compared to the MY 1991 average price of \$1,025 per ton.

Over 80 percent of Chilean raisin production is for export, 1992 exports were 16,059 tons, somewhat larger than previously estimated because raisin production was also higher than expected. Still, this was a drop of 51 percent. In 1993, exports are anticipated to grow again due to a larger raisin output.

The Latin American market, which accounted for close to 80 percent of Chile's raisin exports in the past, fell to 60 percent of exports in 1992. Chile's steadily improving export quality and higher prices mean improved export prospects to the more industrialized markets that can pay the higher price. In this regard, European Community member countries are evolving into the most important market.

CHILEAN RAISIN EXPORTS, 1990 - 1992 (METRIC TONS)

Country	1990	1991	1992	Change
United States	5,072	6,232	1,282	-79%
Brazil	3,889	4,871	3,129	-36%
Colombia	3,088	2,093	2,745	+31%
Peru	2,378	2,383	2,265	-5%
Netherlands	1,444	1,554	1,261	-19%
Germany	1,931	2,950	767	-74%
Others	8,597	9,359	4,610	-51%
Total	26,399	29,442	16,059	-45%

Australia

Adverse weather conditions, including early frosts, hail, heavy rain and disease outbreaks in major producing areas have resulted in production estimates for the 1992-93 season being vastly reduced. The 1992-93 crop has also suffered from a high incidence of downy mildew in almost all Australian grape growing regions. As a result, production is estimated at 70,062 tons, off 27 percent.

Exports of raisins fell slightly during 1992-93 due to reduced demand from major importers and also to the diversion of product from Iran and Afghanistan away from Eastern Europe on to the world market. The major export markets during 1992-93 were Germany, Canada, the UK and New Zealand, who purchased 36, 18, 17 and eight percent of total Australian exports respectively.

Given the large crops harvested in 1991 and 1992, the Australian Dried Fruit Board (ADFB) increased its promotional efforts in major export markets. Advertising and overseas market development expenditure was increased by over 100 percent during the 1991/92 marketing year. Promotion of Australian sultanas and raisins has been in the form of advertising the Australian export quality seal logo, and cooperative and in-store advertising where the ADFB provides funds for display materials such as posters. The ADFB also promotes Australian sultanas and raisins in major magazines and uses the quality seal logo on retail sultana packets and baked goods wrappers.

The Australian dried fruits industry has used similar practices to other horticultural industries that are competing with increasing amounts of cheap imported product. They have promoted the quality difference between the Australian and the imported product and attempted to capture nationalistic consumer sentiment i.e. buy Australian before imported. The Australian dried apricot industry has used a high profile campaign pointing out that the generic imported product is inferior to the Australian grown product, the Australian dried fruit industry feels this campaign has had a positive effect on

sales.

Turkey, competing at the low end of the market, is the major supplier of imported raisins into Australia. Imports of raisins decreased by 30 percent during 1992-93 with Turkey supplying 77 percent of Australian imports during 1992-93.

(Mark Thompson, 202-720-6877)

Importing Countries

JAPANESE RAISIN IMPORTS, 1988 - 1992 (QUANTITY IN METRIC TONS)

COUNTRY OF ORIGIN	1988	1989	1990	1991	1992
UNITED STATES	24,987	25,067	23,620	23,163	23,587
AUSTRALIA	2,173	2,111	1,605	1,357	1,455
SOUTH AFRICA	2,562	1,638	1,768	1,725	1,966
OTHER	244	287	220 *	120	121
TOTAL	29,966	29,103	27,213	26,365	27,129

Source: Japan Tariff Association

CANADIAN RAISIN IMPORTS, 1988 - 1992 (QUANTITY IN METRIC TONS)

COUNTRY OF ORIGIN	1988	1989	1990	1991	1992
UNITED STATES	9,193	9,942	11,433	11,026	10,789
AUSTRALIA	11,119	10,150	8,237	9,167	8,447
TURKEY	6,911	8,093	7,798	7,847	6,436
MEXICO	585	888	505	1,270	967
IRAN	107	228	24	1,762	661
OTHERS	1,006	976	1,017	1,174	1,273
TOTAL	28,920	30,275	29,014	32,246	28,572

Source: Statistics Canada

EUROPEAN COMMUNITY RAISIN/SULTANA IMPORTS, 1992 (QUANTITIES IN METRIC TONS)

COUNTRY	FRANCE BELGIUM- LUXEMBOURG	NETH.	GERMANY	ITALY	UNITED KINGDOM	IRELAND	DENMARK	GREECE	PORTUGAL	SPAIN	TOTAL	
GREECE	6,098	75	1,251	7,021	1,499	10,866	139	19	0	36	0	27,004
OTHERS (TRANSHIPMENTS):	3,067	2,364	5,062	3,881	246	1,350	384	237	0	141	16	16,748
INTRA-EC	9,165	2,439	6,313	10,902	1,745	12,216	523	256	0	177	16	43,752
TURKEY	2,890	5,942	19,647	9,367	14,107	29,588	4,118	217	0	319	1,307	87,502
USA	346	824	4,122	11,982	223	24,853	473	5,318	0	61	780	48,982
AUSTRALIA	1,001	391	542	15,258	260	8,143	0	0	0	290	0	25,885
IRAN	4,236	1,059	1,830	9,167	1,045	1,659	246	49	0	149	154	19,594
SOUTH AFRICA	3,119	173	1,347	6,513	27	5,942	0	0	52	180	20	17,373
AFGHANISTAN	0	0	0	0	0	5,732	34	0	0	0	0	5,766
CHILE	178	1	1,299	902	411	528	0	19	0	157	36	3,531
OTHERS	65	38	38	67	224	677	437	5	0	152	395	2,098
EXTRA-EC	11,835	8,428	28,825	53,256	16,297	77,122	5,308	5,608	52	1,308	2,692	210,731
TOTAL	20,999	10,866	35,138	64,158	18,043	89,338	5,831	5,864	52	1,485	2,708	254,482

EUROPEAN COMMUNITY RAISIN/SULTANA IMPORTS, 1991 (QUANTITIES IN METRIC TONS)

GREECE	4,604	133	562	5,318	1,289	10,872	104	0	0	20	0	22,902
OTHERS (TRANSHIPMENTS):	4,360	3,049	2,083	4,383	248	1,119	843	228	101	161	34	16,609
INTRA-EC	8,964	3,182	2,645	9,701	1,537	11,991	947	228	101	181	34	39,511
TURKEY	3,518	5,604	24,073	13,930	15,307	25,270	3,535	410	4	425	1,462	93,538
USA	502	870	4,840	14,558	231	25,812	535	5,129	17	50	786	53,330
IRAN	4,891	1,350	1,772	15,379	1,362	2,853	167	0	78	5	488	28,235
AUSTRALIA	561	403	308	13,120	83	7,571	15	0	0	228	0	22,289
SOUTH AFRICA	2,145	86	672	5,756	0	4,808	0	0	34	181	1	13,063
CHILE	818	0	1,643	3,023	411	4,457	0	59	0	348	36	7,901
AFGHANISTAN	0	17	64	0	0	7,475	238	0	0	0	0	7,794
OTHERS	51	132	146	138	79	871	128	53	41	72	871	2,582
EXTRA-EC	12,486	8,462	33,524	65,904	17,473	76,117	4,618	5,651	174	1,309	3,624	229,342
TOTAL	21,449	11,643	36,169	75,603	19,010	88,108	5,566	5,879	274	1,508	3,658	268,867

Source: Eurostat

RAISINS: PRODUCTION, SUPPLY, AND DISTRIBUTION
SELECTED COUNTRIES, 1990/91 TO 1992/93
(METRIC TONS, PACKED WEIGHT)

	Beginning Stocks	Production	Imports	TOTAL SUPPLY	Exports	Domestic Consumption 2/	Ending Stocks	TOTAL DISTRIBUTION
Greece								
1990/91	46,680	37,000	0	83,680	50,000	28,000	5,680	83,680
1991/92	5,680	38,000	250	43,930	25,000	6,500	12,430	43,930
1992/93	12,430	37,000	380	49,810	32,000	7,810	10,000	49,810
Mexico								
1990/91	0	12,500	1,000	13,500	5,800	7,000	700	13,500
1991/92	700	9,000	1,300	11,000	4,200	6,800	0	11,000
1992/93	0	13,000	1,000	14,000	6,000	8,000	0	14,000
Turkey								
1990/91	11,756	144,000	2,000	157,756	128,471	24,500	4,785	157,756
1991/92	4,785	140,000	5,000	149,785	122,000	23,000	4,785	149,785
1992/93	4,785	150,000	0	154,785	115,000	30,000	9,785	154,785
United States 3/								
1990/91	176,304	335,115	10,732	522,151	133,605	198,698	189,848	522,151
1991/92	189,848	297,393	8,225	495,466	126,675	192,143	176,477	495,295
1992/93	176,477	326,508	6,000	508,985	122,000	195,047	186,938	503,985
Northern Hemisphere								
1990/91	234,740	528,615	13,732	777,087	317,876	258,198	201,013	777,087
1991/92	201,013	484,393	14,775	700,181	277,875	228,443	193,692	700,010
1992/93	193,692	526,508	7,380	727,580	275,000	240,857	206,723	722,580
Australia 4/								
1990/91	1,204	85,478	8,620	95,302	49,151	33,484	12,667	95,302
1991/92	12,667	96,396	6,064	115,127	46,574	36,000	32,553	115,127
1992/93	32,553	70,062	4,500	107,115	52,000	33,000	22,115	107,115
Chile								
1990/91	250	33,400	0	33,650	29,441	4,020	189	33,650
1991/92	189	20,000	0	20,189	16,059	4,020	110	20,189
1992/93	110	22,000	0	22,110	18,000	4,020	90	22,110
South Africa, Republic of								
1990/91	9,027	30,634	0	39,661	19,423	8,340	11,898	39,661
1991/92	11,898	40,053	0	51,951	23,575	10,150	18,226	51,951
1992/93	18,226	27,285	0	45,511	25,000	10,250	10,261	45,511
Southern Hemisphere								
1990/91	10,481	149,512	8,620	168,613	98,015	45,844	24,754	168,613
1991/92	24,754	156,449	6,064	187,267	86,208	50,170	50,889	187,267
1992/93	50,889	119,347	4,500	174,736	95,000	47,270	32,466	174,736
Total								
1990/91	225,767	678,127	22,352	945,700	415,891	304,042	225,767	945,700
1991/92	225,767	640,842	20,839	887,448	364,083	278,613	244,581	887,277
1992/93	244,581	645,855	11,880	902,316	370,000	288,127	239,189	897,316

1/ 1992/93 figures are forecast. Northern hemisphere marketing years begin in August. Marketing years for Southern Hemisphere raisins, which are harvested early in the second of the split years shown begin Jan. 1, except December 1 in South Africa and March 1 in Australia. 2/ Domestic consumption figures include raisins used for feed and distillation purposes. 3/ Includes currants. U.S. production data have been converted to a packed weight basis in order to align them with the other supply and distribution statistics. U.S. Import and export data are from U.S. Department of Commerce, Bureau of Census. 4/ Includes sultans and lexis raisins (mostly muscats). (Mark Thompson - 202 720 6877)

CHILEAN DRIED PRUNE SITUATION

In Chile, the 1992/93 (harvested in early 1993) prune crop is projected to rise 7 percent to 13,900 tons following favorable spring weather. Exports are expected to increase by the same amount based on increased output, good quality, and strong export demand. Prune production in 1991/92 was excellent in terms of volume but experienced a slight deterioration in quality. Prunes were affected by adverse weather conditions which produced a higher than usual percentage of small and damaged fruit.

Exports

Expected exports for MY 1993 will be larger than the previous year because of increased production, good quality and strong export demand. Latin American countries account for the majority of Chile's prune exports. Nevertheless, exports to Latin America declined in 1992 primarily because Brazilian import demand was less than in previous years. Brazil dropped from the largest importer of Chilean prunes to the number two spot. Mexico is now the largest export market, although the industry fears this market may decline as the United States makes inroads into the market following the expected signing of the North American Free Trade Agreement. Exports to the United States were mainly small-sized and low quality fruit for industrial purposes. Over 75 percent of prunes are shipped from May through November. Roughly 60 percent of exports pass through the port of Valparaiso for transport via ocean vessel. The remainder is shipped by truck through the Los Andes border pass. Most truck exports occur during the months of August through November. Most ocean vessel shipments occur during May through August.

The average international price paid for Chilean prunes increased from \$1,298 per ton, FOB in 1991 to \$1,350 per ton in 1992. This increased average price reflects a combination of high demand and improved quality of exports. Strong prices are expected to result in additional plantings of new orchards during 1993.

Production Trends

The number of planted plum trees for prune production is expected to slowly increase over the years. Total plum planted area, which had remained relatively unchanged for many years, increased slightly during the last two years, principally as a result of favorable economic returns for Chile's prune producers. Although returns over the past few years have not been spectacular, they have been steady and, more importantly, have been better than returns for fresh fruit production. In addition, there have been increases in bearing and non-bearing trees as many orchards were replanted to higher density dwarf and semi-dwarf plum trees for prune production.

Some plum trees are dedicated solely to prune production. Last year's strong export prices, combined with even higher expected export prices for this coming marketing year, are leading farmers to expand planting by an additional 150 hectares during 1993. Production of both plums and prunes is almost exclusively export-oriented. Domestic demand and prices are low compared to the returns obtained from exports.

Normally, prune production does not vary significantly from year to year unless the weather affects yields. Expected prices also influence yields in that farmers will generally take much better care of their planted area (by pruning, thinning, and timely applications of fertilizers and pesticides) in order to enhance output and obtain larger fruit size.

Plum production is harvested entirely by hand in Chile. This greatly enhances quality since the fruit is picked at its optimum ripeness and maturity. Reportedly, Chilean plums have a high sugar content and good flavor regardless of size. Plum trees destined for prune production are planted from San Felipe through Talca. The largest planted area is located in the Santiago metropolitan area and vicinity, where roughly 85 percent of all plum trees are found. Fruit is harvested in mid-February through mid-April.

Prunes are ready for shipment from the end of April through November.

Weather is the main determining factor in variations in quality and quantity of plum yields. The spring frost and rain in MY 1991/92 did not have an effect on total fresh fruit production but did result in a lower average sugar content and smaller fruit size. Excellent weather has benefitted both the quality and volume of this year's crop.

D'Agen plums make up over 90 percent of planted area. That variety is small and possesses a larger pulp content, which permits more efficient sun drying. The President variety covers 7 percent of total area while the Imperial variety accounts for less than 2 percent of plantings. The President variety produces large fruit but with smaller yields and requires tunnel drying. The D'Agen prunes contain 34-35 percent moisture while President prunes have an average moisture content of 28 percent. As export demand for pitted prunes is greater than that for unpitted, a large percentage of prunes are pitted. Prunes in Chile are pitted manually.

UTILIZATION PATTERNS

The Chilean industry continues to prefer exports over domestic sales. The domestic prune market is a residual market for prune producers, normally taking less than 10 percent of domestic production. Demand is principally for lower priced prunes. Unlike raisins, there does not seem to be a correlation between prune utilization and increased disposable incomes in the domestic market. An improved economy has not translated into an increase in domestic prune consumption. Promotional campaigns to increase the consumption of prunes could be effective. However, only 50 percent of plum producers are members of the Fruit Producers Association and the high costs of a promotional campaign which would be shared by only 50 percent of the producers would permit too many benefits to non-members.

The plum business is different from the rapidly expanding raisin industry in that plum production and exports are dominated by a

single producers association. Since planted area has expanded only slightly and production hasn't varied much over the last few years, output from the expected additional area planted will be easily absorbed by the existing prune producers and exporters. The drying process is similar to that for raisins. Mainly sun drying is utilized although there are some drying tunnels operating in Chile. Reportedly, only two or three of the largest producers and exporters own drying tunnels. As with raisins, there is excess prune processing capacity which, although not as large as the raisin industry, is easily double the level of demand.

(Mark Thompson, 202-720-6877)

U.S. EXPORTS OF SELECTED COMMODITIES BY DESTINATION
MARKETING YEAR BEGINNING AS INDICATED
MAR 93

COMMODITY AND COUNTRY		QUANTITY						VALUE (1,000 DOLLARS)					
COUNTRY REGION		CURR MO LAST YR	CURR MO LAST YR	YR TOT LAST YR	YR TOT CURR YR	LAST YEAR	CURR MO LAST YR	CURR MO LAST YR	YR TOT LAST YR	YR TOT CURR YR	LAST YEAR		
FRESH FRUIT													
FR. APPLES(JUL)	MT												
EC 12		9,972	3,026	82,732	19,377	94,324	5,826	1,831	46,250	11,412	53,090		
TAIWAN		8,304	8,806	57,652	104,163	77,262	5,257	4,532	35,206	70,941	47,329		
CANADA		6,991	8,021	51,555	63,032	68,658	5,730	4,808	44,882	42,491	59,195		
MEXICO		9,624	14,760	37,722	57,319	65,951	4,257	7,544	18,907	28,955	32,089		
UNITED KINGDOM		6,758	2,852	46,617	16,699	55,073	4,122	1,733	26,490	9,911	31,733		
HONG KONG		4,171	4,859	34,841	37,351	45,219	2,475	2,741	20,073	21,413	26,217		
OTHER		7,905	5,759	145,948	111,451	161,665	5,676	3,667	90,779	72,050	102,474		
Subtotal:-----		46,968	45,231	410,451	392,691	513,989	29,221	25,132	255,746	246,603	320,394		
FR. PEARS(JUL)	MT												
CANADA		1,836	1,808	31,640	30,768	35,734	1,363	1,397	21,878	21,731	24,969		
MEXICO		5,482	3,831	26,166	26,969	31,066	2,478	2,092	13,243	13,375	15,523		
EC 12		284	129	10,355	2,585	10,695	139	52	4,859	1,264	5,029		
SWEDEN		125	0	9,564	5,758	9,733	62	70	3,562	2,636	3,633		
TAIWAN		1,199	1,385	3,619	5,176	6,884	984	948	2,896	3,567	4,473		
OTHER		528	907	19,201	15,935	20,611	350	593	12,146	9,903	13,146		
Subtotal:-----		9,454	8,224	100,547	87,192	114,723	5,376	5,152	58,554	52,476	67,773		
APRICOTS(MAY)	MT												
CANADA		25	5	2,409	3,085	2,419	46	8	3,568	3,498	3,595		
MEXICO		0	10	2,064	497	2,064	0	8	1,293	394	1,293		
OTHER		28	0	336	891	4,479	22	0	457	1,863	615		
Subtotal:-----		53	15	4,809	4,472	4,962	67	16	5,319	5,755	5,494		
FR. CHERRIES(MAY)	MT												
JAPAN		31	18	6,583	12,152	6,593	72	10	33,821	61,991	33,821		
CANADA		20	0	5,432	9,600	5,482	33	0	12,067	18,007	13,007		
EC 12		78	216	2,639	3,462	2,648	196	318	9,817	11,305	9,857		
UNITED KINGDOM		0	0	1,952	2,634	1,960	0	0	7,170	8,726	7,204		
HONG KONG		0	0	1,282	2,553	1,282	0	0	3,558	5,643	3,558		
OTHER		0	11	1,458	3,151	1,458	0	26	3,750	7,574	3,750		
Subtotal:-----		129	246	17,394	30,927	17,453	301	354	63,853	104,600	63,994		
PEACH-NECTRN(MAY)	MT												
CANADA		481	242	48,529	51,276	48,804	535	351	47,042	43,898	47,428		
MEXICO		45	29	13,131	8,975	13,131	38	26	6,419	4,857	6,419		
OTHER		21	20	6,813	9,151	6,834	15	11	5,560	8,505	5,629		
Subtotal:-----		547	291	68,472	69,403	68,769	588	388	59,020	57,260	59,475		
PLUM-PRUNES(MAY)	MT												
TAIWAN		35	0	26,585	21,848	26,585	43	0	21,675	15,071	21,675		
CANADA		251	0	23,296	25,351	23,384	337	322	23,672	20,578	23,811		
HONG KONG		0	0	8,432	8,432	8,432	0	0	6,602	4,464	6,602		
EC 12		0	0	5,701	5,771	5,701	0	0	4,579	4,574	4,579		
MEXICO		478	0	5,007	241	5,007	258	0	2,690	1,49	2,690		
UNITED KINGDOM		0	0	4,497	5,154	4,497	0	0	4,008	4,172	4,008		
OTHER		2	116	4,660	5,873	4,661	4	85	3,813	4,693	3,816		
Subtotal:-----		766	340	73,682	67,554	73,771	642	407	62,893	51,674	63,035		
FR. AVOCADOS(OCT)	MT												
CANADA		216	472	1,697	1,329	3,608	274	427	1,741	1,305	4,281		
JAPAN		378	546	445	1,031	2,203	707	663	791	1,359	3,334		
EC 12		7	682	124	896	1,059	23	614	255	1,074	1,624		
FRANCE		0	429	43	505	514	0	499	34	534	635		
UNITED KINGDOM		7	220	62	358	418	23	274	153	499	663		
OTHER		3	124	38	129	75	4	163	52	173	121		
Subtotal:-----		605	1,825	2,304	3,384	6,946	1,008	2,067	2,839	3,911	9,360		
FR. KIWI/FRUIT(OCT)	MT												
CANADA		351	527	2,491	2,186	3,263	598	623	4,411	2,776	5,752		
JAPAN		636	169	1,317	249	1,498	1,342	327	2,758	424	3,142		
TAIWAN		792	1,260	1,305	2,492	1,421	1,914	1,917	2,999	3,969	3,341		
KOREA, REPUBLIC		177	142	427	353	503	380	225	842	538	1,040		
MEXICO		18	83	383	281	412	14	54	358	193	378		
OTHER		30	97	375	230	386	56	176	707	438	731		
Subtotal:-----		2,004	2,278	6,297	5,792	7,485	4,304	3,323	12,074	8,337	14,386		
FRESH GRAPES (MAY)	MT												
CANADA		1,468	1,164	117,883	103,364	118,849	2,082	1,503	120,795	102,495	122,198		
HONG KONG		0	0	19,853	19,431	19,901	0	0	19,946	21,566	19,996		
EC 12		0	0	10,272	8,637	10,272	0	0	13,634	14,851	13,634		
TAIWAN		0	0	10,169	14,944	10,169	0	0	11,545	16,199	11,545		
OTHER		60	97	39,704	39,703	39,741	77	109	48,608	47,493	48,660		
Subtotal:-----		1,529	1,261	197,882	186,080	198,932	2,159	1,612	214,528	202,604	216,032		
FR. STRAWBRIS(JAN)	MT												
CANADA		3,371	3,775	5,531	5,466	35,539	5,728	5,600	10,379	9,081	50,006		
EC 12		89	59	589	210	3,961	267	137	2,132	597	11,593		
JAPAN		9	0	9	17	3,578	28	0	28	30	18,357		
UNITED KINGDOM		48	41	137	97	2,039	12	97	852	244	7,040		
OTHER		123	102	253	210	3,309	333	233	743	429	4,776		
Subtotal:-----		3,591	3,935	6,382	5,902	46,386	6,356	5,970	13,281	10,138	84,731		
FR. ORNG INC TMPL(NOV)	MT												
CANADA		26,353	33,207	85,435	118,476	170,992	11,950	15,324	44,068	57,534	82,750		
JAPAN		27,330	23,086	68,896	49,969	166,214	14,529	10,615	42,902	23,614	97,364		
HONG KONG		9,059	15,543	28,853	20,242	97,028	5,227	7,481	18,175	24,322	51,737		
OTHER		9,313	8,676	22,355	23,787	60,982	5,225	4,346	12,669	12,090	34,116		
Subtotal:-----		72,055	80,513	202,539	242,474	495,215	36,932	37,766	117,815	117,558	265,966		

U.S. EXPORTS OF SELECTED COMMODITIES BY DESTINATION
MARKETING YEAR BEGINNING AS INDICATED
MAR 93

COMMODITY AND COUNTRY		QUANTITY						VALUE (1,000 DOLLARS)					
COUNTRY	REGION	CURR MO	CURR MO	YR TOT	YR TOT	LAST YEAR	CURR MO	CURR MO	YR TOT	YR TOT	LAST YEAR	CURR MO	LAST YEAR
LAST YR	CURR YR	LAST YR	CURR YR	LAST YR	CURR YR	LAST YR	LAST YR	CURR YR	LAST YR	CURR YR	LAST YR	LAST YR	LAST YR
FRESH FRUIT													
FR GRPFRIT(SEP)													
JAPAN	MT	54,591	27,315	189,952	130,169	253,666	30,313	12,783	107,019	66,216	140,732		
EC 12		17,880	11,912	102,460	92,634	108,281	9,215	6,349	54,964	45,995	58,149		
CANADA		8,619	8,427	48,055	42,327	68,260	4,890	3,599	25,195	23,006	36,962		
FRANCE		8,291	6,077	50,985	42,327	53,094	4,842	3,041	27,136	21,011	28,893		
NETHERLANDS		5,830	2,986	27,153	23,896	29,395	2,842	1,636	14,620	11,394	15,716		
OTHER		6,908	6,243	18,531	17,496	28,973	4,550	2,975	10,978	8,689	16,683		
Subtotal:-----		87,997	53,897	359,997	287,627	459,181	48,968	26,066	199,156	144,505	252,527		
FR TANGERINES(NOV)													
CANADA	MT	1,720	1,060	8,513	7,913	9,558	1,544	933	8,281	6,837	9,232		
EC 12		463	109	1,790	593	2,059	312	85	1,407	467	1,958		
UNITED KINGDOM		353	77	797	173	1,051	232	60	605	135	1,129		
NETHERLANDS		110	32	627	280	627	80	25	515	219	615		
OTHER		56	32	129	119	328	46	16	120	205	765		
Subtotal:-----		2,239	1,201	10,432	8,626	11,946	1,902	1,033	9,807	7,509	11,956		
CANNED FRUIT													
CND PEACH&NECT(JUN)													
JAPAN	MT	766	776	6,339	4,573	7,593	971	838	6,945	5,000	8,436		
TAIWAN		193	164	2,343	2,059	2,702	148	151	1,971	1,751	2,264		
CANADA		238	474	1,950	2,166	2,427	303	525	2,361	2,616	2,938		
HONG KONG		87	30	1,378	1,116	1,812	42	31	759	604	997		
MEXICO		241	118	1,417	1,417	1,581	197	158	1,154	1,154	1,239		
OTHER		265	633	3,336	4,388	3,939	289	538	3,117	4,064	3,601		
Subtotal:-----		1,789	2,195	16,599	15,719	20,054	1,950	2,242	16,134	15,189	19,477		
CND PEARS(JUN)													
EC 12	MT	296	3	2,181	691	2,216	220	3	1,828	865	1,856		
FRANCE		192	0	1,801	76	1,801	150	0	1,490	1,459	1,459		
CANADA		345	158	1,085	1,263	1,288	362	178	1,131	1,319	1,353		
JAPAN		172	39	767	409	845	218	45	878	443	937		
MEXICO		0	18	257	318	381	0	26	298	308	309		
NETHERLANDS		0	0	135	135	291	0	0	171	111	197		
OTHER		61	56	603	625	737	63	41	527	537	622		
Subtotal:-----		875	274	5,252	3,441	5,758	862	292	4,833	3,583	5,274		
CND PNEAPL(JAN)													
JAPAN	MT	244	67	643	274	2,742	193	73	581	272	2,237		
CANADA		208	57	559	395	2,099	174	66	494	399	1,813		
MEXICO		64	3	178	110	618	48	3	148	90	527		
EC 12		39	101	121	127	488	35	95	99	119	447		
OTHER		0	27	49	120	410	0	26	43	108	362		
Subtotal:-----		555	255	1,551	1,026	6,357	451	262	1,366	989	5,386		
FRT MIXTURES(JUN)													
CANADA	MT	744	0	6,554	3,583	7,770	989	0	8,391	4,912	10,118		
JAPAN		840	0	5,185	2,031	6,398	1,125	0	6,153	2,336	7,624		
HONG KONG		95	0	2,211	2,326	3,593	37	0	2,089	2,373	2,373		
PHILIPPINES		67	0	2,128	2,164	2,164	175	0	2,000	2,969	2,969		
SINGAPORE		138	0	1,920	1,942	2,089	129	0	1,692	1,978	1,849		
OTHER		881	0	7,304	9,381	9,066	1,209	0	7,910	8,556	9,481		
Subtotal:-----		2,764	0	26,300	22,136	31,080	3,664	0	28,736	22,383	33,998		
DRIED FRUIT													
DRD RAISINS(AUG)													
EC 12	MT	4,312	3,038	37,293	39,095	55,776	5,992	4,129	51,346	51,284	76,690		
UNITED KINGDOM		2,093	1,164	16,507	17,039	26,578	2,911	1,558	24,558	23,072	38,693		
JAPAN		1,988	2,592	15,652	15,462	24,999	2,701	3,511	20,375	20,216	32,391		
GERMANY		1,046	821	9,572	9,491	13,562	1,178	998	11,028	11,975	16,043		
CANADA		678	827	7,710	7,625	10,581	1,395	1,773	16,709	15,972	22,760		
NETHERLANDS		476	377	5,368	4,984	7,166	607	451	6,628	5,741	8,859		
OTHER		2,085	1,673	21,355	22,531	28,154	2,798	2,413	28,299	31,237	37,311		
Subtotal:-----		9,540	8,505	87,378	89,697	126,675	13,494	12,778	123,356	124,450	178,011		
DRD PRUNES(AUG)													
EC 12	MT	3,787	5,346	38,603	35,729	51,388	5,696	7,089	51,066	50,166	69,278		
GERMANY		1,005	2,731	12,368	12,243	16,539	1,206	3,208	14,137	14,900	20,228		
JAPAN		1,522	1,452	9,840	10,416	15,498	2,505	2,398	14,815	16,683	24,382		
ITALY		1,514	987	11,044	9,130	14,014	2,288	1,580	17,055	15,679	22,122		
UNITED KINGDOM		545	586	4,471	5,557	6,871	798	701	5,705	6,764	8,550		
NETHERLANDS		486	570	3,936	2,954	5,860	990	951	5,180	4,332	7,304		
OTHER		1,750	1,599	18,019	18,243	24,433	2,914	2,684	25,223	28,828	34,874		
Subtotal:-----		7,060	8,397	66,463	64,388	91,319	11,115	12,171	91,104	95,677	128,534		
FRUIT JUICES(SSE)													
ORANGE JU CNC (DEC)													
CANADA	KL	13,088	10,920	48,716	41,015	134,664	5,752	4,891	21,534	18,293	59,896		
EC 12		2,768	11,818	15,705	26,886	59,747	1,206	5,315	6,278	10,889	22,463		
JAPAN		4,306	4,889	12,384	11,592	58,911	3,887	1,814	7,325	4,555	27,359		
FRANCE		1,282	6,529	8,150	14,913	28,821	551	2,879	3,044	6,163	10,487		
KOREA, REPUBLIC		1,446	4,186	7,503	7,305	20,397	715	1,647	4,003	3,007	10,225		
OTHER		3,213	6,381	18,013	17,632	58,858	1,538	2,221	6,801	6,448	24,095		
Subtotal:-----		25,421	38,193	100,421	104,130	332,249	13,098	15,889	45,941	43,191	144,036		
ORNG JU NTCNC(DEC)													
EC 12	KL	2,581	877	9,527	5,644	32,366	1,765	522	6,446	3,979	23,181		
CANADA		1,967	4,543	5,083	13,731	25,104	2,656	3,278	6,865	10,914	26,693		
FRANCE		1,967	557	7,516	3,982	22,387	1,404	315	5,152	2,929	16,006		
UNITED KINGDOM		531	249	1,767	1,121	9,038	290	144	1,136	761	6,543		
JAPAN		346	482	1,662	1,252	4,571	293	315	1,232	804	3,516		
OTHER		951	1,277	3,866	5,005	13,320	727	1,042	2,953	4,287	10,540		
Subtotal:-----		5,845	7,185	20,138	25,632	75,361	5,441	5,157	17,496	19,984	64,130		

U.S. EXPORTS OF SELECTED COMMODITIES BY DESTINATION
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COMMODITY AND COUNTRY		QUANTITY				VALUE (1,000 DOLLARS)				
REGION	COUNTRY	CURR LAST YR	CURR MO	YR TOT	CURR YR	LAST YEAR	CURR LAST YR	CURR MO	YR TOT	LAST YEAR
GRPFRT JU CNC (DEC)		KL								
	JAPAN	3,290	2,418	10,152	8,814	30,946	2,352	1,624	7,177	6,123
	EC 12	746	2,134	4,333	4,856	15,201	434	953	1,870	1,952
	CANADA	579	767	3,013	2,573	10,773	477	552	2,169	1,853
	NETHERLANDS	348	864	1,884	1,181	5,605	251	434	778	667
	UNITED KINGDOM	184	146	925	1,789	4,866	91	54	401	501
	OTHER	107	257	728	604	1,982	57	124	361	328
Subtotal:-----		4,722	5,575	18,226	16,848	58,902	3,259	3,253	11,577	10,255
FRESH VEGETABLES										
FR ASPARAGUS(OCT)		MT								
	CANADA	1,360	1,110	2,638	2,349	9,031	2,616	2,255	5,958	5,593
	JAPAN	2,067	2,469	3,173	3,592	5,964	8,206	9,084	13,103	13,366
	NETHERLANDS	1,002	926	1,257	1,118	2,036	2,954	2,468	3,880	3,045
	EC 12	662	781	1,136	1,132	1,889	1,860	2,256	3,519	3,350
	OTHER	15	16	54	43	199	48	61	144	159
Subtotal:-----		5,104	5,322	8,258	8,234	19,119	15,683	16,125	26,604	25,513
FR ONIONS(OCT)		MT								
	CANADA	6,974	8,270	44,728	46,298	100,916	3,633	3,468	17,023	19,660
	MEXICO	188	429	8,954	17,405	20,848	48	212	2,716	5,592
	JAPAN	0	10	20,509	0	1,037	0	4	334	4,428
	OTHER	87	132	10,144	8,333	14,187	112	130	3,588	4,738
Subtotal:-----		7,250	8,841	84,334	74,155	156,658	3,793	3,822	27,631	30,503
CANNED VEGETABLES										
CND SWT CORN(AUG)		MT								
	JAPAN	2,941	5,438	26,392	32,969	39,208	2,421	4,303	20,899	26,369
	EC 12	3,042	6,945	20,126	32,379	38,964	2,448	4,862	15,846	25,418
	TAIWAN	1,662	1,472	9,883	12,310	15,393	1,671	1,092	9,525	10,929
	UNITED KINGDOM	1,343	2,235	6,731	14,301	14,181	1,042	1,525	4,918	10,992
	GERMANY	973	3,312	6,215	12,778	11,665	807	2,288	5,177	8,861
	HONG KONG	882	1,008	9,916	10,803	11,626	572	408	4,880	5,393
	OTHER	1,926	2,995	16,606	20,148	25,911	1,486	2,437	13,711	15,627
Subtotal:-----		10,452	17,858	82,923	111,610	131,092	8,599	13,103	64,770	83,736
CND TOM PAS(JUL)		MT								
	CANADA	3,609	4,323	24,803	36,276	32,427	3,036	3,487	23,650	29,738
	JAPAN	413	636	6,834	2,811	9,560	365	510	5,953	8,304
	MEXICO	1,032	49	1,815	1,528	7,071	650	43	1,235	1,178
	KOREA, REPUBLIC	576	498	1,864	4,173	3,427	465	415	1,629	3,492
	OTHER	894	1,312	5,017	7,659	7,374	763	1,043	4,393	5,891
Subtotal:-----		6,524	6,819	40,332	52,447	59,859	5,279	5,498	36,860	42,394
CND TOM SAUCE(JUL)		MT								
	CANADA	4,332	5,547	29,179	33,910	37,736	3,964	5,299	28,927	33,843
	JAPAN	289	467	3,908	4,291	6,781	315	371	3,227	3,837
	MEXICO	688	549	2,576	4,167	4,112	429	367	1,717	2,689
	OTHER	1,042	902	6,748	8,752	8,464	978	1,010	6,216	8,948
Subtotal:-----		6,352	7,466	42,411	51,119	57,093	5,687	7,046	40,088	49,316
FRZN VEGETABLES										
FZN SWT CORN(JUL)		MT								
	JAPAN	3,892	2,997	25,860	26,223	34,119	3,175	2,588	22,390	22,750
	EC 12	676	256	6,689	2,086	3,787	287	1,480	2,550	3,250
	UNITED KINGDOM	533	214	4,987	1,091	5,603	292	129	1,646	733
	AUSTRALIA	386	488	2,774	4,516	3,811	303	423	2,481	3,434
	MEXICO	381	314	2,645	2,544	3,419	256	195	1,622	1,629
	OTHER	1,416	870	8,246	10,076	10,948	1,170	715	6,590	7,718
Subtotal:-----		6,752	4,950	46,173	45,445	60,058	5,291	4,106	35,633	37,012
FZN F FRY(JUL)		MT								
	JAPAN	10,856	11,847	91,927	91,792	120,973	7,891	8,178	65,774	63,618
	KOREA, REPUBLIC	1,696	1,201	10,608	9,600	14,519	1,170	879	7,155	9,727
	HONG KONG	720	1,103	7,067	8,156	9,702	445	695	4,560	6,142
	OTHER	3,497	4,392	28,805	40,553	40,196	2,653	3,502	22,046	30,258
Subtotal:-----		16,769	18,543	138,408	150,102	185,390	12,159	13,254	99,535	106,445
TREE NUTS										
ALMONDS UNSH(JUL)		MT								
	INDIA	436	649	3,009	8,036	4,129	508	977	3,674	12,005
	JAPAN	538	579	2,803	3,187	3,995	1,569	1,941	8,299	9,445
	EC 12	0	165	917	1,024	1,038	0	255	1,760	1,622
	MEXICO	67	15	651	365	747	163	37	1,619	962
	OTHER	73	142	1,861	1,737	1,989	151	469	4,279	3,786
Subtotal:-----		1,114	1,550	9,241	14,350	11,898	2,391	3,679	19,631	27,820
ALMND SH/PRP(JUL)		MT								
	EC 12	8,007	7,231	94,709	79,944	106,617	25,704	23,742	297,758	259,485
	GERMANY	3,174	3,839	40,738	40,825	44,805	9,754	12,139	123,957	127,760
	JAPAN	956	1,298	14,236	15,913	18,202	3,423	4,905	48,983	58,697
	NETHERLANDS	891	794	10,935	10,314	12,715	3,185	3,536	37,211	43,937
	FRANCE	1,009	805	10,417	7,420	11,188	3,233	2,851	33,520	24,811
	UNITED KINGDOM	921	969	8,551	10,259	10,930	3,141	3,065	27,909	32,833
	OTHER	3,594	4,873	42,780	43,015	52,392	11,475	14,655	138,790	138,413
Subtotal:-----		12,556	13,402	151,725	138,873	177,211	40,602	43,302	485,531	456,595
WALNUTS SH(AUG)		MT								
	EC 12	400	58	6,202	8,090	7,269	1,152	336	16,701	20,354
	JAPAN	330	372	2,083	2,358	3,092	1,294	1,476	7,919	11,957
	CANADA	139	274	2,246	2,013	3,000	520	798	7,505	7,856
	GERMANY	140	44	1,369	3,050	1,787	415	249	4,218	5,331
	FRANCE	33	0	1,464	686	1,465	156	0	3,229	1,912
	ISRAEL	145	23	1,345	771	1,437	557	137	4,966	2,971
	OTHER	186	138	3,528	2,603	4,642	634	574	10,100	8,554
Subtotal:-----		1,198	866	15,404	15,833	19,441	4,156	3,321	47,191	49,881

U.S. EXPORTS OF SELECTED COMMODITIES BY DESTINATION
MARKETING YEAR BEGINNING AS INDICATED
MAR 93

COMMODITY AND COUNTRY		QUANTITY						VALUE (1,000 DOLLARS)					
		CURR MO	CURR MO	YR TOT	YR TOT	LAST	CURR MO	CURR MO	YR TOT	YR TOT	LAST	CURR MO	YR TOT
COUNTRY	REGION	LAST YR	CURR YR	LAST YR	CURR YR	YEAR	LAST YR	CURR YR	LAST YR	CURR YR	YEAR	LAST YR	CURR YR
WALNUTS UNSH(AUG)	MT												
EC 12		187	0	43,663	30,594	43,787	196	0	73,412	61,261	73,634		
SPAIN		144	0	12,489	9,993	12,594	120	0	20,771	19,606	20,964		
GERMANY		0	0	10,573	6,589	10,573	0	0	16,523	13,403	16,523		
ITALY		0	0	9,787	4,501	9,805	0	0	17,262	8,853	17,290		
NETHERLANDS		4	0	5,637	5,541	5,637	17	0	10,157	10,157	10,157		
OTHER		249	434	6,033	5,870	6,690	629	961	12,458	12,829	14,077		
Subtotal:-----		436	435	49,696	36,464	50,477	824	961	85,870	74,090	87,710		
HOPS&PRODUCTS													
HOP BELTS(SEP)	MT												
CANADA		83	147	726	511	1,213	540	1,016	4,548	3,520	7,860		
BRAZIL		150	355	573	1,063	1,061	698	1,609	2,336	4,838	4,121		
EC 12		26	63	448	550	671	162	630	2,483	3,278	4,764		
MEXICO		33	0	115	127	337	220	0	614	844	1,831		
GERMANY		0	0	141	301	313	0	0	582	1,606	2,327		
UNION OF SOVIET		85	0	306	0	306	430	0	1,732	0	1,732		
OTHER		72	61	601	1,254	1,366	345	364	2,937	8,172	8,704		
Subtotal:-----		448	625	2,768	3,505	4,953	2,394	3,620	14,650	20,652	29,012		
HOP EXTRACT(SEP)	MT												
EC 12		153	99	1,292	1,063	1,826	2,326	2,075	15,143	16,934	24,252		
GERMANY		77	42	812	551	912	1,150	750	8,250	9,257	10,149		
MEXICO		41	102	616	671	616	670	982	9,811	11,718	9,817		
BRAZIL		0	0	283	349	478	509	0	2,139	2,111	3,940		
RUSSIAN FEDERATI		0	0	0	0	376	0	0	0	0	2,008		
PHILIPPINES		8	1	147	77	293	153	20	2,120	1,855	3,961		
OTHER		86	167	591	796	1,082	1,540	3,055	10,262	16,694	16,066		
Subtotal:-----		375	369	2,928	2,956	4,672	5,197	6,133	39,476	49,312	60,044		
HOPS, NSPF(SEP)	MT												
EC 12		387	268	1,761	1,903	1,761	1,707	1,368	7,324	10,182	7,324		
GERMANY		387	251	1,459	1,513	1,459	1,707	1,253	5,991	7,848	5,991		
UNITED KINGDOM		0	17	172	297	172	0	115	743	1,813	743		
KOREA, REPUBLIC		0	0	53	0	156	0	0	644	0	1,164		
MEXICO		0	10	23	52	131	0	133	110	530	911		
BELGIUM-LUXEMBOU		0	0	130	64	130	0	0	590	383	590		
OTHER		30	14	323	399	488	347	141	2,287	3,431	4,236		
Subtotal:-----		417	292	2,161	2,354	2,535	2,053	1,642	10,365	14,142	13,636		
WINE													
GRAPE WINE(JAN)	KL												
EC 12		3,050	4,162	8,014	9,927	41,289	4,334	5,450	12,155	13,318	62,260		
CANADA		2,612	2,863	6,349	5,572	34,117	2,731	3,377	7,028	9,374	43,468		
UNITED KINGDOM		1,358	1,829	3,784	4,349	23,432	2,140	2,861	6,188	6,524	36,943		
JAPAN		1,641	967	4,391	2,551	17,760	1,857	1,385	5,540	3,848	23,566		
OTHER		2,632	2,090	6,976	5,937	27,265	3,472	2,864	8,585	7,954	36,098		
Subtotal:-----		9,934	10,081	25,731	25,987	120,432	12,393	13,076	33,308	34,493	165,394		

U.S. IMPORTS OF SELECTED HORTICULTURAL COMMODITIES BY ORIGIN
MARKETING YEAR BEGINNING AS INDICATED
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COMMODITY AND COUNTRY		QUANTITY						VALUE (1,000 DOLLARS)					
		CURR MO	CURR MO	YR TOT	YR TOT	LAST	CURR MO	CURR MO	YR TOT	YR TOT	LAST	CURR MO	YR TOT
COUNTRY	REGION	LAST YR	CURR YR	LAST YR	CURR YR	YEAR	LAST YR	CURR YR	LAST YR	CURR YR	YEAR	LAST YR	CURR YR
FR FRT & MLNS													
FR APPLES(JUL)	MT												
NEW ZEALAND		3,067	291	4,770	575	32,884	2,517	239	4,020	572	37,793		
CANADA		4,623	5,310	58,661	36,966	64,591	2,273	1,907	19,286	13,096	22,935		
OTHER		2,807	4,816	3,251	10,010	38,569	935	1,143	1,143	4,592	19,217		
Subtotal:-----		10,497	10,417	66,682	47,550	136,045	5,724	3,771	24,448	18,360	79,946		
FR PEARS(JUL)	MT												
CHILE		12,310	13,343	23,884	29,747	35,621	4,090	4,431	7,941	9,955	11,768		
ARGENTINA		4,093	3,711	7,016	6,690	15,605	2,684	2,476	4,579	4,205	10,161		
OTHER		267	93	2,623	2,271	7,978	324	121	5,919	5,335	10,868		
Subtotal:-----		16,670	17,146	33,523	38,708	59,203	7,098	7,027	18,440	19,495	32,797		
APRICOT (MAY)	MT												
NEW ZEALAND		157	14	367	158	367	518	26	936	405	936		
CHILE		0	0	1,247	699	1,247	0	0	824	441	824		
OTHER		0	0	2	38	2	0	0	3	92	3		
Subtotal:-----		157	14	1,615	894	1,615	518	26	1,762	938	1,762		
PEACH-NEC(MAY)	MT												
CHILE		6,583	6,949	53,748	40,833	53,780	3,993	4,323	33,660	25,786	33,679		
OTHER		12	74	359	983	556	23	140	286	804	568		
Subtotal:-----		6,595	7,022	54,107	41,816	54,336	4,016	4,463	33,947	26,590	34,247		
PLUM-PRUNE(MAY)	MT												
CHILE		3,791	5,814	20,794	21,931	23,711	2,328	3,663	12,851	13,882	14,650		
OTHER		10	56	98	98	56	0	0	618	618	618		
Subtotal:-----		3,800	5,814	20,850	22,029	23,767	2,340	3,663	12,919	13,961	14,718		
FRESH GRAPES (MAY)	MT												
CHILE		80,579	92,392	220,829	244,872	268,675	53,326	63,994	154,583	179,470	185,704		
MEXICO		0	0	42,896	37,056	42,896	0	0	53,920	67,144	53,920		
OTHER		32	20	1,453	1,940	1,453	21	14	571	740	571		
Subtotal:-----		80,611	92,413	265,177	283,868	313,024	53,347	64,009	209,075	247,403	240,195		
FR RASPBRY(JAN)	MT												
CANADA		0	0	0	0	6,261	0	0	0	0	7,460		
OTHER		118	148	420	380	620	248	209	817	596	1,152		
Subtotal:-----		118	148	420	380	6,881	248	209	817	596	8,612		
FR STRAWBERRIS(JAN)	MT												
MEXICO		2,549	3,785	4,357	5,870	9,238	3,439	7,872	6,329	11,517	11,127		
OTHER		5	25	467	241	1,558	13	29	696	421	3,978		
Subtotal:-----		2,554	3,810	4,825	6,112	10,797	3,452	7,900	7,025	11,938	15,106		

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COMMODITY AND COUNTRY		QUANTITY					VALUE (1,000 DOLLARS)				
COUNTRY REGION		CURR MO LAST YR	CURR MO CURR YR	YR TDT LAST YR	YR TDT CURR YR	LAST YEAR	CURR MO CURR YR	CURR MO CURR YR	YR TDT LAST YR	YR TDT CURR YR	LAST YEAR
FR BANANA(JAN)	MT										
COSTA RICA		77,522	74,333	223,990	241,182	954,484	24,399	23,427	60,865	71,700	280,981
ECUADOR		98,281	74,670	282,344	193,806	896,248	29,592	20,693	79,980	43,907	258,793
OTHER		156,250	168,676	391,326	431,919	1,680,494	50,911	51,894	119,323	125,786	482,305
Subtotal:-----		332,052	317,678	897,660	866,907	3,531,226	104,902	96,014	259,828	250,761	1,022,079
FR MANGO(JAN)	MT										
MEXICO		5,825	0	6,436	0	68,254	8,459	0	9,101	0	62,805
OTHER		335	0	2,345	0	7,911	521	0	2,277	0	7,844
Subtotal:-----		6,160	0	8,781	0	76,165	8,981	0	11,378	0	70,649
FR PINAPLE(JAN)	MT										
COSTA RICA		5,928	7,202	13,945	17,607	58,169	2,852	3,065	6,590	7,631	27,337
HONDURAS		3,203	3,130	9,058	6,722	31,369	874	854	1,797	8,830	
OTHER		3,701	3,619	10,183	9,209	32,020	872	828	2,034	2,217	7,476
Subtotal:-----		12,833	13,951	33,186	33,538	121,559	4,598	4,747	11,056	11,645	43,643
FR CANTLPE(MAY)	MT										
MEXICO		4,376	8,904	87,814	80,765	108,481	1,592	1,667	30,698	24,193	38,352
COSTA RICA		10,121	10,773	27,025	24,183	36,808	5,392	6,486	13,737	13,445	18,764
OTHER		10,669	13,934	55,447	81,076	107,783	1,376	1,716	28,587	28,587	16,896
Subtotal:-----		25,166	33,611	170,287	186,024	217,627	9,525	11,936	57,354	57,354	74,011
FR MELON,OT(MAY)	MT										
COSTA RICA		1,199	4,937	48,432	45,604	54,677	446	1,327	17,141	16,138	19,490
OTHER		7,884	12,202	14,317	16,801	18,135	3,418	5,331	6,770	7,765	8,591
Subtotal:-----		7,992	17,139	62,749	62,405	73,312	792	2,658	23,911	23,903	28,081
FR ORANGES(NOV)	MT										
MOROCCO		0	0	4,504	0	4,504	0	0	3,033	0	3,033
AUSTRALIA		0	0	0	0	0	0	0	0	0	1,256
MEXICO		493	117	2,238	1,237	2,619	201	47	1,070	483	1,207
OTHER		586	759	1,976	2,048	5,989	172	288	907	859	1,886
Subtotal:-----		1,079	876	8,718	3,285	15,629	373	335	5,009	1,342	7,388
CANNED FRUIT											
CND MANDRN(JAN)	MT										
EC 12		5,823	2,967	20,738	5,650	35,376	7,332	2,712	27,080	5,302	45,761
SPAIN		5,823	2,967	20,738	5,649	35,374	7,330	2,712	27,079	5,300	45,757
CHINA (MAINLAND)		2,701	793	6,310	2,857	24,236	2,763	673	6,539	2,409	23,981
OTHER		426	100	817	219	2,473	612	154	1,173	289	3,219
Subtotal:-----		8,951	3,860	27,866	8,726	62,085	10,706	3,538	34,792	8,000	72,961
CND BLK OLV(NOV)	MT										
EC 12		1,270	1,148	6,198	4,412	13,372	2,742	2,416	12,820	9,597	28,810
SPAIN		1,270	1,148	6,198	4,412	13,372	2,742	2,416	12,820	9,597	28,810
MOROCCO		326	56	1,127	1,229	3,759	540	106	1,714	2,220	6,303
OTHER		14	4	103	49	234	29	9	223	81	505
Subtotal:-----		1,610	1,207	7,428	5,689	17,405	3,311	2,531	14,757	11,898	35,618
CND GRN OLV(NOV)	MT										
EC 12		2,968	4,011	13,367	16,988	38,529	7,687	10,638	31,859	45,200	100,411
SPAIN		2,913	3,924	13,088	16,591	37,826	7,585	10,486	31,236	44,532	98,840
OTHER		110	229	512	867	1,423	245	333	1,019	1,366	2,867
Subtotal:-----		3,079	4,240	13,879	17,855	40,152	7,932	10,971	32,879	46,566	103,279
CND PEACH(JUN)	MT										
EC 12		1,644	1,284	15,545	19,126	17,779	1,016	824	9,657	13,168	10,914
GREECE		1,644	1,282	15,401	18,090	17,608	1,016	816	9,507	12,432	10,740
OTHER		168	37	532	1,578	1,482	160	29	406	1,178	1,206
Subtotal:-----		1,812	1,321	16,077	20,703	19,261	1,176	853	10,063	14,346	12,121
CND PINAPLE(JAN)	MT										
THAILAND		22,970	16,970	61,176	47,464	174,077	16,362	10,868	43,825	30,627	117,327
PHILIPPINES		10,027	10,916	31,134	31,933	128,183	6,385	7,743	20,600	22,389	85,738
OTHER		4,790	2,042	12,225	7,645	38,713	2,504	1,154	6,718	3,847	22,242
Subtotal:-----		37,788	29,929	104,535	87,042	340,973	25,251	19,765	71,143	56,863	225,306
DRIED FRUIT											
DRD APRCT(JUL)	MT										
TURKEY		440	957	7,002	7,551	8,137	1,006	2,081	14,116	17,569	16,893
OTHER		472	964	7,157	7,759	8,331	1,052	2,099	14,481	18,055	17,368
Subtotal:-----		912	1,921	14,159	15,310	16,468	2,058	4,180	28,597	35,624	34,261
DATES(SEP)	MT										
PAKISTAN		606	587	2,257	2,479	4,363	604	654	2,273	2,733	4,318
CHINA (MAINLAND)		249	99	1,106	518	1,660	239	70	1,073	550	1,605
OTHER		43	121	582	530	972	94	250	1,183	1,019	1,797
Subtotal:-----		898	807	3,945	3,527	6,995	937	974	4,528	4,302	7,720
DRD FIG(SEP)	MT										
EC 12		0	2	1,100	969	1,100	0	5	3,351	2,403	3,351
GREECE		0	2	1,056	943	1,055	0	5	3,210	2,301	3,210
TURKEY		0	76	593	398	600	0	40	1,357	705	1,367
OTHER		2	0	16	356	18	3	0	34	172	41
Subtotal:-----		2	77	1,708	1,723	1,718	3	45	4,742	3,280	4,758
DRD RAISIN(AUG)	MT										
CHILE		54	0	3,036	369	4,224	67	0	3,289	433	4,546
MEXICO		83	215	3,282	3,472	3,422	96	198	2,384	2,707	2,707
OTHER		47	141	268	1,015	1,579	51	156	249	1,126	593
Subtotal:-----		184	357	6,586	4,856	8,225	213	353	6,134	3,943	7,847
FRUIT JUICE(SSE)											
APPLE JUIC(JUL)	KL										
ARGENTINA		6,773	2,297	136,979	134,599	303,296	2,729	514	50,329	41,168	111,840
EC 12		20,124	24,788	179,666	155,119	206,757	8,462	7,038	74,602	49,907	86,019
GERMANY		15,066	19,777	129,133	128,465	148,465	6,385	5,410	54,053	40,121	61,953
OTHER		10,853	17,468	293,469	285,044	356,207	5,148	5,726	105,491	96,730	131,096
Subtotal:-----		37,750	44,553	610,114	574,762	866,260	16,339	13,278	230,422	187,805	328,955
FCOJ(DEC)	KL										
BRAZIL		99,816	55,841	352,041	286,835	973,422	30,989	8,513	108,982	46,205	249,284
OTHER		10,119	11,381	43,410	33,187	102,028	2,610	1,948	13,910	6,433	32,627
Subtotal:-----		109,935	67,222	395,450	320,022	1,075,450	33,599	10,461	122,892	52,638	281,912

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COUNTRY REGION		CURR MO LAST YR	CURR MO CURR YR	YR TDT LAST YR	YR TDT CURR YR	LAST YEAR	CURR MO LAST YR	CURR MO CURR YR	YR TDT LAST YR	YR TDT CURR YR	LAST YEAR		
GRAPE JU(JAN)	KL												
ARGENTINA		1,857	981	8,923	2,601	90,118	715	388	2,974	1,094	33,525		
OTHER		4,910	14,169	16,836	34,016	97,332	1,912	4,899	6,349	12,219	36,455		
Subtotal:-----		6,768	15,150	25,760	36,617	187,449	2,627	5,287	9,323	13,312	69,979		
PNEAPL JUCN(JAN)	KL												
THAILAND		19,505	15,888	50,762	45,141	133,453	5,279	3,393	13,943	9,341	34,845		
PHILIPPINES		10,649	8,266	32,030	27,301	128,027	2,205	1,686	6,549	5,842	26,052		
OTHER		2,941	3,060	6,504	7,025	23,132	974	873	2,045	2,041	7,942		
Subtotal:-----		33,096	27,215	89,296	79,467	284,613	8,458	5,953	22,536	17,224	68,839		
PNEAPL JUNC(JAN)	KL												
PHILIPPINES		2,673	1,052	8,359	7,591	28,920	993	388	3,341	2,816	10,958		
JAPAN		2,788	0	2,788	2,204	12,935	989	0	989	657	4,696		
OTHER		939	187	1,078	579	6,249	172	100	287	300	2,176		
Subtotal:-----		6,400	1,239	12,225	10,374	48,104	2,154	488	4,617	3,773	17,830		
FROZEN FRUIT													
FZN STBR(Y DEC)	MT												
MEXICO		3,584	3,621	7,094	7,464	19,087	3,027	3,292	6,047	7,235	16,855		
OTHER		82	66	315	474	1,378	501	409	2,017	1,844	4,823		
Subtotal:-----		3,665	3,687	7,408	7,938	20,465	3,528	3,701	8,063	9,079	21,678		
FRESH VEGETABLES													
FR BEANS(OCT)	MT												
MEXICO		1,252	1,653	8,946	10,205	9,999	1,354	1,736	9,540	12,395	10,774		
OTHER		17	5	257	92	602	22	17	181	155	530		
Subtotal:-----		1,269	1,658	9,203	10,296	10,601	1,376	1,753	9,720	12,550	11,305		
FR CARROT(OCT)	MT												
CANADA		1,254	1,195	37,442	29,814	49,049	414	350	10,552	7,761	14,001		
MEXICO		2,190	1,716	10,818	6,368	15,935	797	616	2,549	1,844	4,679		
OTHER		79	161	79	461	374	47	112	47	295	163		
Subtotal:-----		3,523	3,071	48,338	36,639	65,291	1,258	1,077	13,139	9,897	18,216		
FR CABBAGE(OCT)	MT												
CANADA		410	2,626	8,641	10,498	11,872	112	612	2,444	2,170	3,184		
MEXICO		1,028	1,650	6,981	4,606	9,168	137	364	1,120	950	1,385		
OTHER		168	87	322	116	339	44	39	363	63	1,000		
Subtotal:-----		1,606	4,363	15,945	15,219	21,549	287	1,020	3,673	3,189	4,951		
FR CELERY(OCT)	MT												
MEXICO		2,474	2,821	5,352	8,529	8,794	668	1,192	1,394	3,586	2,459		
CANADA		3	0	828	614	5,266	1	0	211	142	1,641		
OTHER		72	139	603	371	926	12	23	102	63	155		
Subtotal:-----		2,549	2,960	6,784	9,513	14,986	681	1,216	1,707	3,790	4,255		
FR CUCMBR(OCT)	MT												
MEXICO		19,525	33,909	115,327	182,447	150,801	7,958	10,588	43,784	59,231	61,213		
OTHER		5,329	2,863	19,445	19,146	23,981	1,677	945	5,967	1,982	8,679		
Subtotal:-----		24,853	36,772	134,772	201,593	174,881	9,635	11,544	49,751	64,213	69,892		
FR CAULFLWR(OCT)	MT												
CANADA		0	0	452	93	4,294	0	0	151	26	1,432		
MEXICO		914	236	4,808	664	4,942	184	135	1,059	316	1,082		
OTHER		0	20	112	20	125	0	15	50	15	61		
Subtotal:-----		914	256	5,371	778	9,360	184	149	1,260	357	2,575		
FR GARLIC(OCT)	MT												
MEXICO		734	690	744	1,000	11,287	567	774	596	1,321	11,188		
ARGENTINA		901	845	1,840	1,922	2,389	1,070	949	2,218	2,083	2,843		
OTHER		304	290	983	1,990	5,078	515	483	1,447	2,242	4,649		
Subtotal:-----		1,938	1,826	3,567	4,912	18,754	2,152	2,206	4,261	5,647	18,679		
FR ONION(OCT)	MT												
MEXICO		27,221	54,577	83,348	118,595	151,526	9,703	13,232	45,296	53,801	91,466		
OTHER		10,103	2,407	25,823	10,632	37,884	4,204	776	10,918	4,180	17,745		
Subtotal:-----		37,324	56,984	109,170	129,226	189,410	13,907	14,008	56,214	57,981	109,211		
FR PEPPERS(OCT)	MT												
MEXICO		12,853	24,231	75,448	105,471	107,856	11,597	17,355	69,154	90,031	109,276		
EC 12		256	191	1,828	3,069	9,736	1,502	823	5,907	8,975	25,946		
NETHERLANDS		251	179	1,780	2,959	9,507	1,473	759	5,736	8,625	25,154		
OTHER		173	203	860	865	2,493	500	381	1,454	1,234	5,125		
Subtotal:-----		13,282	24,624	79,136	109,405	120,085	13,599	18,558	76,515	100,240	140,347		
FR SEED POT(OCT)	MT												
CANADA		17,116	19,242	30,400	39,530	55,174	2,532	3,121	4,590	5,855	7,805		
OTHER		0	9	0	44	58	0	5	0	23	54		
Subtotal:-----		17,116	19,251	30,400	39,574	55,232	2,532	3,126	4,590	5,878	7,859		
FR TBL POT(OCT)	MT												
CANADA		12,742	33,448	56,428	137,357	98,431	2,236	5,470	9,969	21,250	16,465		
OTHER		18	0	37	13	92	17	0	35	3	75		
Subtotal:-----		12,760	33,448	56,465	137,370	98,523	2,254	5,470	10,005	21,254	16,539		
FR TOMATO(OCT)	MT												
MEXICO		17,502	71,556	120,175	223,668	202,839	14,147	54,022	68,515	187,000	132,004		
OTHER		3,503	873	5,144	4,174	3,003	2,172	3,409	3,409	3,056	11,176		
Subtotal:-----		21,005	72,429	125,320	227,842	214,842	16,325	54,554	71,924	190,405	143,179		
FR ASPARG(OCT)	MT												
MEXICO		5,703	5,945	16,011	17,496	19,877	7,129	7,915	23,333	26,405	26,987		
OTHER		0	1	4,473	5,149	5,524	0	1	5,052	5,489	6,070		
Subtotal:-----		5,703	5,947	20,485	22,644	25,401	7,129	7,917	28,386	31,894	33,058		
CANNED VEGETABLES													
CND TOM PST(JUL)	MT												
MEXICO		0	2,718	4,185	2,718	10,791	0	2,024	2,441	2,024	6,897		
CHILE		129	247	5,935	5,966	7,366	73	156	4,672	3,056	5,740		
OTHER		596	182	4,228	3,252	4,827	332	186	2,847	2,323	3,339		
Subtotal:-----		725	3,146	14,348	11,539	23,604	404	2,366	9,960	7,403	15,976		
CND TOM SAUCE(JUL)	MT												
EC 12		205	10	1,560	743	1,796	171	15	1,352	643	1,581		
ITALY		205	10	1,398	665	1,633	169	15	1,291	602	1,515		
DOMINICAN REPUBL		94	98	1,332	1,254	1,361	62	736	853	853	862		
CHILE		36	1,570	1,754	1,754	1,836	14	1,020	324	1,098	862		
OTHER		90	100	1,350	3,573	1,941	53	50	852	1,919	1,157		
Subtotal:-----		425	1,779	4,763	7,393	6,934	300	1,146	3,265	4,513	4,485		

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COUNTRY	REGION	CURR MO LAST YR	CURR MO CURR YR	YR TOT LAST YR	YR TOT CURR YR	LAST YEAR	CURR MO LAST YR	CURR MO CURR YR	YR TOT LAST YR	YR TOT CURR YR	LAST YEAR
CND TOMATO(JUL)	MT										
CHILE		565	1,009	7,820	10,745	13,146	268	487	4,079	4,422	6,095
EC 12		1,106	1,325	9,407	13,413	12,839	527	397	3,426	5,031	5,255
ISRAEL		674	352	11,648	6,869	12,246	187	89	4,054	2,067	4,210
ITALY		818	1,308	8,552	12,259	11,094	340	391	4,359	4,143	4,143
OTHER		483	205	3,516	3,757	4,881	239	117	1,818	1,770	2,537
Subtotal:-----		2,828	2,891	32,391	34,784	43,112	1,220	1,089	13,377	13,289	18,098
CND MSHROOM(JUL)	MT										
INDONESIA		1,003	1,045	10,861	12,541	13,221	2,771	2,440	33,793	31,592	40,279
HONG KONG		977	668	8,462	5,608	11,993	1,895	1,238	16,961	10,799	23,826
CHINA (MAINLAND)		1,346	814	8,916	8,625	11,494	2,438	1,316	16,163	15,231	20,843
TAIWAN		355	358	4,777	2,559	7,174	927	896	12,978	6,795	19,190
OTHER		500	952	5,858	7,778	7,804	1,165	2,184	12,634	17,768	17,313
Subtotal:-----		4,181	3,837	38,875	37,111	51,686	9,196	8,076	92,529	82,185	121,451
FROZEN VEGETABLES											
FZN BROCLI(SEP)	MT										
MEXICO		18,547	21,064	84,982	106,303	136,531	12,508	14,618	58,835	70,949	94,231
OTHER		673	763	9,691	11,330	13,968	390	473	6,558	8,224	9,839
Subtotal:-----		19,220	21,826	94,674	117,633	150,498	12,898	15,091	65,393	79,173	104,070
FZN CAULFLR(SEP)	MT										
MEXICO		336	663	17,297	18,636	17,961	259	485	14,188	13,261	14,697
OTHER		74	143	1,011	1,011	675	43	91	311	694	466
Subtotal:-----		410	806	17,755	19,647	18,636	303	576	14,499	13,955	15,163
FZN POTATO(SEP)	MT										
CANADA		7,947	13,280	46,813	64,411	85,705	4,425	7,377	25,072	36,046	45,083
OTHER		25	1	178	167	311	17	5	153	116	294
Subtotal:-----		7,972	13,281	46,991	64,579	86,017	4,441	7,381	25,225	36,162	45,376
TREE NUTS											
PISTACHIO NSH(SEP)	MT										
TURKEY		0	0	19	7	19	0	0	87	24	87
OTHER		1	0	3	0	21	4	2	17	2	30
Subtotal:-----		1	0	22	7	40	4	2	104	26	117
CASHEW NUT(AUG)	MT										
INDIA		985	2,724	15,143	23,401	20,674	4,742	11,512	81,786	102,952	108,480
BRAZIL		1,977	1,841	14,170	19,550	24,005	7,775	67,298	77,024	107,268	107,268
OTHER		536	469	5,783	4,606	9,469	2,160	1,719	25,695	15,287	39,568
Subtotal:-----		3,497	5,033	35,096	47,557	54,149	15,281	21,006	174,769	195,263	255,316
FILBERTS(AUG)	MT										
TURKEY		214	338	1,946	2,951	3,025	604	821	5,404	7,768	8,424
OTHER		3	2	67	52	83	17	9	256	225	324
Subtotal:-----		218	340	2,013	3,003	3,108	621	831	5,660	7,992	8,748
PECANS NSH(SEP)	MT										
MEXICO		429	185	8,586	12,704	9,698	796	433	20,139	33,667	22,856
OTHER		0	0	73	148	87	0	0	266	449	307
Subtotal:-----		429	185	8,659	12,852	9,785	796	433	20,405	34,116	23,163
WINES											
CHMP&SPRK WN(JAN)	KL										
EC 12		1,605	1,632	3,823	3,709	30,362	12,263	16,447	29,821	34,506	248,990
FRANCE		431	643	1,342	1,042	9,270	7,323	12,236	17,959	24,647	158,356
ITALY		843	618	1,783	1,303	12,155	3,658	2,696	7,978	5,721	54,544
OTHER		32	32	70	54	379	87	84	193	201	1,629
Subtotal:-----		1,637	1,664	3,893	3,763	30,742	12,350	16,530	30,015	34,707	250,618
FT&VERM WN(JAN)	KL										
EC 12		1,148	940	3,043	2,058	14,354	3,940	3,383	10,801	7,411	52,568
ITALY		621	539	1,607	1,042	8,526	1,538	1,307	4,046	2,393	20,846
SPAIN		428	233	1,086	673	3,917	1,832	967	4,633	2,758	17,585
PORTUGAL		36	78	155	167	1,082	227	710	1,297	1,564	10,008
OTHER		11	10	32	41	138	59	44	149	169	597
Subtotal:-----		1,160	950	3,075	2,099	14,493	4,000	3,427	10,950	7,580	53,165
OTH GP WINE(JAN)	KL										
EC 12		14,084	482	32,616	792	83,216	56,493	704	126,727	1,457	325,365
FRANCE		4,993	56	11,818	85	28,726	31,346	205	69,200	422	177,454
ITALY		6,960	364	15,741	591	41,996	18,874	422	42,746	877	111,738
OTHER		2,685	39	7,183	175	18,656	5,759	72	14,208	211	40,027
Subtotal:-----		16,769	521	39,800	967	101,873	62,252	776	140,936	1,668	365,392
OTH WN PROD(JAN)	KL										
JAPAN		237	340	632	737	2,381	727	922	1,717	2,101	6,900
EC 12		364	307	726	732	4,423	520	421	1,046	1,044	6,438
SPAIN		85	14	211	88	1,663	128	21	301	142	2,429
OTHER		56	99	149	273	787	138	198	294	547	1,530
Subtotal:-----		657	746	1,506	1,741	7,592	1,385	1,541	3,057	3,692	14,868
CUT FLOWERS											
ROSES(JAN)	NONE										
COLOMBIA		0	0	0	0	0	4,389	5,941	25,336	28,967	66,855
OTHER		0	0	0	0	0	1,509	1,766	8,252	9,706	23,586
Subtotal:-----		0	0	0	0	0	5,898	7,707	33,588	38,673	90,442
CARNATIONS(JAN)	NONE										
COLOMBIA		0	0	0	0	0	6,546	7,082	23,186	23,275	83,144
OTHER		0	0	0	0	0	264	184	990	501	2,964
Subtotal:-----		0	0	0	0	0	6,810	7,266	24,176	23,776	86,108

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